

# The American Perfumer and Essential Oil Review

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## CONTENTS for May, 1927

### EDITORIAL:

Another Great A. M. T. A. Convention .....	113
Ladies' Tailors, Perfumers, and Paris Labels .....	114
Our New Address .....	114
Arthur Brisbane on Success .....	114
Official Report of Convention of American Manufacturers of Toilet Articles .....	115
Congress to Get Cosmetics Bill .....	136
Exact Nature of French Competition, by Leroy Fairman..	137
Evaluation of Raw Materials, by A. D. Armstrong.....	139
Foreign Trade Shows Gain .....	143
Nature's Hints on Cosmetics, by Dr. C. P. Wimmer.....	144
Doctors Urge Curb on Cosmetics .....	146
Production Profits, by E. E. Finch .....	147
Proprietary Association Meets at Atlantic City .....	149
Perfume and Soap in Court and Customs .....	150

### FLAVORING EXTRACT SECTION:

Official Reports of F. E. M. A. and Soda Flavors Assn.	151
Activities of Associations, Societies and Clubs .....	153

### TRADE NOTES .....

Canada News Section .....	169
Trade Marks and Patents .....	171
Grasse Report for May on Floral Products, Etc. ....	178
Foreign Correspondence and Market Report .....	179

### SOAP INDUSTRY SECTION:

Origin and Proof of Spoiled Fats and Oils .....	183
New Soap Inquiry by Government .....	183
Shaving Soaps, by E. Wuensch .....	184
Technology of Powdered Soaps, by R. W. Mitchell....	185
Shampoos .....	188
Increase in U. S. Consumption of Palm Oil .....	188
Catalyzers for Hydrogenation of Oils .....	189
Market Review on Soap Materials .....	190

ADVERTISING INDEX .....	Next to Last Advertising Page
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# The American Perfumer

## and Essential Oil Review

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The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.  
No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

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### Another Great A. M. T. A. Convention

**E**ACH year the American Manufacturers of Toilet Articles, at its annual convention, sets a new mark of interest and effectiveness. The 33rd annual meeting of the association again demonstrated the fact that the organization is active, progressive and successful in its work on behalf of the industry which it serves.

Possibly this last meeting, the first held outside of New York City since 1896, was the best of the long series. Certainly its get-together features excelled those of other recent conventions. In attendance, it was almost up to the high mark set last year. Its business sessions were even better attended than those of a year ago. The subjects taken up were timely. Many of them were of great importance to the industry. The resolutions were forceful and effective. Backed by the active work of the association during the coming year, they are almost certain to be of great worth to the association and to the individual members.

The convention was fortunate in having the opportunity to listen to so complete an exposition of the important subject of price maintenance as that offered by E. L. Newcomb, secretary of the National Wholesale Druggists' Association. Dr. Newcomb is a student of this subject and his outline and proposals were of undoubted value. On the legislative side of the same subject, the address of Hon. M. Clyde Kelly, sponsor in the House of Representatives of the Capper-Kelly Bill was a revelation to the members of the work being done on this subject in our National legislature. It is to be hoped that Mr. Kelly's plea for pressure upon individual Congressmen looking to favorable action on this measure at the next session of Congress will be acted upon by the members. As Mr. Kelly so forcefully pointed out, resolutions are excellent, but they are not substitutes for individual work.

The reports of the Washington representative and of the general counsel again demonstrated that the association has been particularly fortunate in the selection of individuals to represent it in matters of state and national legislation. The remarkable work done by these men during the year could have been accomplished only with the co-operation of the membership as a whole. The very fact that unwise, hampering legislation was defeated in every instance proves how effective co-operative work through the association and its legal advisors can be.

The report of the committee on domestic growing of perfume plants was conceived in Mr. Pfeiffer's usual forceful style. The report showed that much ground work

had been accomplished by the association in co-operation with the government during the last year and that more had been planned for the coming year. While it was pointed out that practical commercial results were still to be attained, there can be no doubt of the importance of a proper foundation in research if the growing of perfume plants in America is to attain the importance which it deserves.

Dr. Bogert's report on the research work of the association in conjunction with Columbia University told of progress of the same sort in the scientific end of the industry. It again demonstrated that the research laboratories of the association are in most competent hands and that the members can be assured that this important work will be carried on in a thorough and painstaking manner.

Not the least of the important matters which received attention, if not definite action, at the convention was the subject of foreign competition. It came up for discussion several times during the week's proceedings, a fact which proved how closely the question is connected with the other work of the association. In fact, foreign competition seemed to be the background for the discussion and reports on such widely diversified topics as domestic flower growing, marketing and distribution, raw materials, and production. While no official action was taken by the association on this subject, the very fact that it is being given much thought by the individual members seems to insure some action on it in the future. It is a question which cannot be ignored or overlooked. Circumstances will force its continued consideration, if not official action.

The re-election of President Baker and the other officers who have served the association so faithfully and have accomplished so much for it during the year, insures another year of progress and effective work. Association affairs are in extremely competent hands and the fact that this was recognized by the membership in choosing its officers for 1927-28 is a tribute to the thought which the individual members are giving to the affairs of the body.

On the whole, the convention was a highly successful one, probably one of the best in the long line of successful meetings of the association. The interest of the active members and the helpful co-operative spirit of the associate members together have done much not only to make the convention successful but also to bring the association forward to the place which it should rightfully hold as the representative of one of America's most progressive industries.

In part, the effectiveness of the 33rd annual meeting

was due to the fact that it was held away from any of the great business centers. The experiment of holding the meeting in Atlantic City was a complete success. Undoubtedly the members and the Executive Board will take this into consideration in choosing the site for the 1928 meeting. If the work of the 33rd annual convention represents the spirit of the A. M. T. A., we have no hesitancy in predicting continued progress along even more successful lines for the American toilet preparations industry.

### Ladies' Tailors, Perfumers, and "Paris" Labels

THAT our French friends and competitors also have their troubles and that these troubles are also concerned with competition is evidenced by a merry little controversy in which the French perfumers are now engaged. Recently the Paris newspaper *Excelsior* published a full page under the heading "The Great Ladies' Tailor; Is He Qualified to Create Perfumes? Yes? or No?" The page contained the views of the "Great Ladies' Tailors" who have recently entered the perfume field, and a casual inspection of these views proves to us beyond a doubt that the "Great Ladies' Tailors" are unanimous in conferring upon themselves the rank, title, privilege and honorariums of the qualified perfumer.

In this country the manufacturers of perfumes have been forced to meet a somewhat similar competition. It has not perhaps received as much publicity or been as serious as that which our French friends are now facing. At the same time, it is a fact that many specialty shops and other similar establishments have marketed and are marketing perfumes under their own names. It is a situation which doubtless requires some careful consideration on the part of the actual manufacturer of these products.

Returning to the French situation, we note that our Paris contemporary *Revue des Marques* takes up the defense of the old line perfumers. It calls attention editorially to the fact that there is a vast difference between creating a perfume and shaking up a number of essences together. It goes further and indicates that the "Great Ladies' Tailor" does not even do this, but buys his perfumes from an established maker, pastes on a handsome label and becomes at once "Perfumer Extraordinary." It suggests that the question be reworded to read "Is the Great Ladies' Tailor Qualified to Sell Perfumes?"

We shall make no effort to solve the problems of French manufacturers. On the whole, they have ably demonstrated that they are capable of solving their own problems very well. May we not, however, draw an analogy from the sad difficulties of the French perfumers?

While the American industry has been faced to some extent with the same problem, it has not as yet been greatly troubled by the "Great Ladies' Tailor" as a competitor. Doubtless what *Revue des Marques* says on the subject would apply with equal force to America. But there has been a form of domestic competition, which is cut on the same pattern and is just as hard, or even harder, to combat. Briefly, there are too many manufacturers who are not content to sell their products over their own name or over a well conceived trade mark. There are too many who feel that they must secure a part of the prestige, which they themselves are building up for French goods, by using a name or label which disguises, rather than describes, the character of the merchandise in the package.

These interests are not convinced in their own minds that

## OUR ADVERTISERS

### AMERICAN CAN COMPANY

New York City

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW

81 Fulton St., New York City

Gentlemen: The situation of our advertising on the front cover is the strongest evidence of our high opinion of THE AMERICAN PERFUMER,

Our use of this space is no new and experimental venture, for this is our twentieth year in cover positions in your publication.

Yours is the medium through which we advertise to the makers of toilet preparations and allied products, and we use it in the most noticeable and decisive way of which we know, by reproducing Cancos fancy decorated metal packages on the front cover.

May we both prosper. Yours very truly,

AMERICAN CAN CO.  
C. MACFARLANE.

their products can be sold on merit. They believe that they can borrow liberally from their French competitors without building good will for their principal rivals. They are suffering from the "Inferiority Complex" referred to by a contributor to our April issue. Further, they are hurting the American industry by their methods. Should we not call them the "Great Ladies' Tailors" of the American industry?

### Our New Address

IT is with a feeling of pleasure and perhaps some pardonable pride as well that we announce the removal of our publication offices to Suite 83-4-5 at 81 Fulton street, New York City. We are pleased that we shall have more attractive and comfortable quarters in which to entertain our visitors. We are proud that we are associated with industries whose progress has been so rapid, for we realize that our own progress can only be measured by the advance of our industries.

May we take this opportunity of inviting our friends to visit us in our new quarters and of assuring them again of our desire to be of the greatest possible service to them?

### Arthur Brisbane On Success

"THERE are two kinds of living, two kinds of advertising, two ways of building a business.

"One is for today or tomorrow only; the other for next year and the future years.

"With what object do *real* merchants, men that take pride in building a great institution, arrange and spend their advertising appropriations?

"The substantial man does not advertise today merely that he may sell goods tomorrow.

"To keep business going, goods must be sold *every* day, of course. And, primarily advertising must keep business going, just as food that a man takes into his stomach today must keep the body going.

"The wise man advertises partly to sell goods, but more especially to establish the habit of coming to his place of business."



# Proceedings of A.M.T.A. Convention

*Thirty-third Annual Meeting, Ambassador Hotel, Atlantic City, N. J.*



C. M. BAKER  
(President)



JOHN A. HANDY  
(First Vice-President)



V. C. DAGGETT  
(Second Vice-President)



H. HENRY BERTRAM  
(Secretary and Treasurer)



GILBERT COLGATE  
(Executive Board)



NORTHAM WARREN  
(Executive Board)



A. M. SPIEHLER  
(Executive Board)



G. A. PFEIFFER  
(Executive Board)

OFFICIAL STAFF OF A. M. T. A. FOR YEAR 1927-28. *President*, C. M. BAKER, New York; *First Vice-president*, JOHN A. HANDY, Buffalo; *Second Vice-president*, V. C. DAGGETT, New York; *Secretary and Treasurer*, H. HENRY BERTRAM, New York; *Executive Board*—Term ending 1928, DR. E. G. THOMSEN, Winona, Minn. Terms ending 1930, G. A. PFEIFFER, New York, F. N. LANGLOIS, Boston; EVERETT B. HURLBURT, Glastonbury, Conn., GILBERT COLGATE, New York; F. C. ADAMS, Cincinnati, W. L. SCHULTZ, Hoboken; D. H. MCCONNELL, New York; A. M. SPIEHLER, Rochester, N. Y.; NORTHAM WARREN, New York; E. H. KOEHLER, New York; DANIEL J. MULSTER, New York.

The fifth annual convention of the American Manufacturers of Toilet Articles and the thirty-third in succession to the Manufacturing Perfumers' Association of the United States was held at the Ambassador Hotel, Atlantic City, N. J., May 9 to 11 inclusive. This was the first convention of the association to be held outside of New York City since the Rochester, N. Y., meeting of 1896. Fears which had been expressed regarding the attendance at the

meeting proved to be groundless when registration nearly equalled the record mark of 1926 and exceeded that of many recent meetings.

Never in the history of the association has there been a convention where a more friendly co-operative spirit prevailed or where the work of the association was carried on with more efficiency or dispatch. The sessions were well attended; the reports of officers and committees were carefully prepared and effectively given; the speakers were heard attentively and their addresses made the subject of much useful discussion.

In addition to the business sessions, a most satisfactory program of entertainment was provided. Probably the fact that the convention was taken to Atlantic City this year contributed largely to the enjoyable features of the entertainment arranged by the committee. Golf, tennis, swimming and trapshooting all contributed to the enjoyment of the members.

## Welcome from Mayor

The meeting was opened by President C. M. Baker who immediately introduced Harry H. Harrison, representing

Mayor A. F. Ruffo of Atlantic City. Mr. Harrison said:

"Mr. President and Gentlemen of the Convention:

"I am here representing His Honor, the Mayor, who unfortunately could not be here this afternoon. Being a pinch-hitter, or deputy mayor or under mayor, as you may call me, I am here to welcome this convention for the first time into the finest convention city in America, the playground of the world. There is one thing that we are blessed with and that is beautiful sunshine. It may rain for a few days and then that is the end of it, the beautiful sun comes out and the rays of that sunshine are spread throughout our city. There are many features here in our city that maybe some of the delegates are not familiar with. We have an eight-mile boardwalk and this convention city has gotten to be so large that we are now building a twelve million dollar convention hall just three blocks above this hotel. We have many other things of interest here.

"As I told your president before he called this meeting to order, twelve miles out we have a rendezvous and should you go out twelve miles you will see a line of boats and once in a while it gets mighty warm out there and the revenue boats go out and they must unload and they unload right into the water, and then the fish have a good time. They tell me that when the women folks buy fish that are caught out there twelve miles and it is cooked the same day the husbands don't appear for work for a week after.

"There is one thing I want to make very impressive here this afternoon, that should you unfortunately be given a yellow ticket for some infraction of our traffic laws, don't let that inconvenience you one minute. Take that yellow ticket, place it in an envelope, send it to me at the City Hall and that is the end of your troubles.

"I welcome this delegation to our city; hope that you

will have no regrets in leaving here. We beg of you in behalf of the city to come again. There is nothing within our gift that isn't at your disposal. I have a key from the hearts of the citizenship of our beautiful city. The doors are wide open. You may go as far as you like. Not alone is this the key to the hearts of the citizenship, but this key will open any cellar in Atlantic City and we have quite some cellars. On behalf of His Honor, the Mayor, Anthony F. Ruffo, I present the key of the city and bid you welcome. "I hope that your stay will be a pleasant one, that the meetings be full of knowledge and when the delegates go back home again that they have nothing but past reminiscences of Atlantic City, the playground of the world."

#### The President's Address

In opening his presidential address, Mr. Baker referred briefly to the work of the other officers and committees of the association during the year, complimenting them and the association upon the manner in which these duties had been handled. Mr. Baker said in part:

"One of the greatest problems with which we are always confronted is the one of devising ways and means for selling more American-made toilet articles, particularly extracts and toilet waters and perhaps some other items in which fields our foreign competitors have become too important during the last few years. There is a discussion of this situation at every annual meeting and at almost every Executive Committee meeting. After last year's annual meeting a special committee was appointed to investigate the advisability of a cooperative advertising plan to feature American-made toilet articles. This committee reported to the Executive Committee its inability to recommend any plan for publication advertising which seemed practicable, and



BOARDWALK GROUP OF MEMBERS OF A. M. T. A.

after a discussion of that report the Executive Committee coincided with it. No doubt this same question will be discussed at this session and it is of course possible that some time some one may hit upon a scheme which sounds workable. If the subject is discussed at this meeting, I have some information regarding the activities of other associations in cooperative national advertising, including the amounts of money appropriated for the purpose, which may be illuminating.

"In addition to our denatured alcohol and non-beverage alcohol difficulties which during recent years have become chronic, we have this year experienced difficulties in connection with the attempts of several state legislatures to adopt so-called model cosmetic bills which would entail severe hardships on our members, and bills in other state legislatures proposing sales taxes on toilet articles and cosmetics.

"Your officers and Executive Committee want to urge you to bring out during the sessions of this convention any and all points which are proper for discussion. I happen to have been a member of the Executive Committee of this association for a number of years and I appreciate the amount of work which it does for its members. It is perhaps quite natural that some of the members who are not on the Executive Committee or other committees may belittle the work of the association. This is a time for any one who has anything that he wishes to be brought up for discussion to bring it up. Any one who has any suggestions for an improvement in the manner of handling the Association's business, or feels that our work should embrace a wider scope of activities, should speak up during this meeting. It may be possible that the association could extend its activities with advantage to the members."

### Secretary Reports on Membership

H. H. Bertram, secretary, reported on the membership of the association as follows:

"Your secretary respectfully submits the following report of the activities of your association for the year 1926-1927:

**Membership:** At the last convention your membership totalled 213—94 active and 119 associate members. During the year one active and 8 associate members, a total of 9, were elected; four active and 5 associate members, a total of 9, resigned; and two associate members merged into one new corporation; making an additional loss of one associate. The net loss for the year is therefore one member.

The present membership consists of 91 active (a loss of three since the last report) and 121 associate (a gain of 2), making a total of 212.

### Elections

(Active) Paris Toilet Co., Paris, Tenn.

(Associate) Monongah Glass Co., Fairmont, W. Va.; Ernst Bischoff, Inc., New York City; J. Landowne Co., Inc., Brooklyn, N. Y.; Elwood Myers Co., Springfield, O.; Hagerty Bros. & Co., New York City; L. Sonneborn Sons, New York City; Davis & Orem, Inc., New York City; Waterbury Button Co., Waterbury, Conn.; Quartin Manufacturing Co., Ozone Park, N. Y.; Aluminum Company of America, New York; Veit Son & Co., New York.

### Resignations

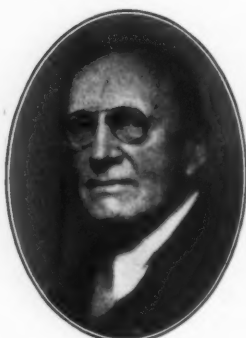
(Active) Goodrich Drug Co., Herbert Roystone, Inc., Jennings Mfg. Co., A. J. Hilbert & Co.

(Associate) Merveille Puff & Cosmetic Co., R. Tyson White's Sons, Millville Bottle Works, Rub-No-More Co., Zinn Corporation.

Mr. Bertram then referred briefly to the other work of his office stating that 43 bulletins had been sent out during the



TAKEN AT CONVENTION IN ATLANTIC CITY



D. H. McCONNELL  
(Executive Board)



W. L. SCHULTZ  
(Executive Board)



F. C. ADAMS  
(Executive Board)



E. H. KOEHLER  
(Executive Board)



EVERETT B. HURLBURT  
(Executive Board)



F. N. LANGLOIS  
(Executive Board)



DR. E. G. THOMSEN  
(Executive Board)



DANIEL J. MULSTER  
(Executive Board)

year, the increase being due to the introduction of many state bills harmful to the industry.

The reports of the president and of the secretary were received by the association with a rising vote of thanks.

The report of the treasurer was referred to a special auditing committee consisting of Messrs Schultz and Adams.

#### The Convention Committee

Reporting for the Convention Committee, Louis Spencer Levy, chairman, spoke briefly of the work of the committee and outlined the entertainment features which had been provided. The committee suggested that the convention extend thanks to the associate members for their generous contributions to the success of the convention. The report was received with a rising vote of thanks and referred to the resolutions committee which later proposed a resolution thanking the associate members for their assistance and contributions. Those who contributed were the following:

Scovill Mfg. Co., Keller-Dorian Paper Co., Foxon Co., Wyko Projector Co., The De Vilbiss Co., Addison Lithographing Co., American Can Co., Brass Goods Mfg. Co., L. H. Brodrick, F. N. Burt Co., W. J. Bush & Co., Carr-Lowrey Glass Co., Florasynth Laboratories, Fritzsche Brothers, Inc., August Giese & Son, Hazel-Atlas Glass Co., Heine & Co., Illinois Glass Co., Karl Kiefer Machine Co., George Lueders & Co., Morana Incorporated, Passaic Metal Ware Co., W. F. Robertson Steel & Iron Co., Rossville Co., the George Silver Import Co., Swindell Bros., Tin Decorating Co., and the White Metal Manufacturing Co.

Other acknowledgments: Wyko Projector Co., for engraving used on the cover of one of the announcements; Scovill Mfg. Co., lighters; Keller-Dorian Paper Co., Cigarettes; Foxon Co., candy.

A formal resolution of thanks to the chairman and members of the convention committee was also adopted.

A. M. Spiehler, chairman of the Special Tariff Committee, reported briefly that the committee had had one or two meetings principally on the subject of undervaluations of compounds. The committee investigated the subject thoroughly but found it impossible to secure evidence of definite violations of the law, so the matter was dropped. No other matters were handled by the committee during the year, but it is constantly on the alert for possible violations. The report was referred to the Committee on Resolutions.

The report of the Committee on the Domestic Production of Floral Products was read by the chairman, G. A. Pfeiffer. The early part of the report dealt with the finances of the committee which Mr. Pfeiffer showed to be in excellent condition. Continuing, the chairman said in part:

"In reporting on the activities during the past year in connection with the experiments on the culture of volatile oil plants in cooperation with the Association of American Manufacturers of Toilet Articles, it should be stated that little actual progress was made, but that a more active program has been undertaken for the present year.

"In Florida the situation is unchanged as far as our activities there are concerned. As stated in last year's



report, it was impossible to accomplish anything worth while under the existing conditions in that state for the past few years. During the past winter, however, there have been distinct indications that interest in agricultural pursuits is increasing and it will perhaps be possible in the near future to effect satisfactory arrangements whereby we can renew our efforts to test on a commercial scale some of the plants formerly under experimental cultivation there. During the early summer last year sufficient of the two varieties of the lemon grasses at Mt. Dora were moved to Orlando and placed in the care of the Bureau of Plant Industry representatives to assure a supply of planting stock when needed. Rose geranium stock will be provided from Washington when required.

"In the lower Rio Grande Valley of Texas, near Brownsville, the small stand of rose geranium grown there last year was extended through cuttings during the past winter and our cooperator has promised to have about one acre available for distillation some time during the summer. The cooperator attempted to distill the limited material available last year but his lack of experience in the manipulation of distilling equipment prevented him from securing any useful data. Reports from Harlingen, Texas, where these plants are located, indicate that they did not cease growing all winter. The winter there, however, has been unusually mild and an all-year growing season cannot be regularly expected. During the coming season considerable data on the yield of herb and its oil content should be secured.

"At the Government Acclimatization Garden at Torrey Pines, California, the fifth of an acre of rose geranium planted in March, 1925, has been maintained. While our lack of personnel prevented us from making a distillation test during the year, some useful information was obtained with regard to the effects of fertilizer on this plant and the relative growth made during the dry and rainy seasons. The field was not irrigated after the plants were cut in late October, 1925, and the occasional winter rains were evidently sufficient to promote a substantial new bushy growth. In March a portion of the field was given an application of sulphate of ammonia at the rate of 400 pounds to the acre. In April there was a five-inch rainfall which was sufficient to carry the plants through without irrigation to July, when the herb was again cut. At this time it consisted of a dense, bushy and very leafy growth. The area treated with fertilizer yielded at the rate of 13.9 tons of green herb per acre and the unfertilized area at the rate of 6.5 tons per acre. It is very evident from this that a nitrogenous fertilizer has a very marked influence on the herb growth. Its effect on the oil yield will have to be determined by trial distillations.

"The plants were again cut during the past winter but reports on the yield of herb have not yet been received. It is intended to make a thorough study of the oil yield during midsummer this year. A portable still will be shipped to the station and distillations conducted on a sufficiently large scale to yield reliable and conclusive results. These tests should determine whether the low yield of oil (.037 per cent calculated on the green herb) reported last year is characteristic of the plant under conditions obtaining in that locality.

"The small plantings of the two species of lemon grass set out at Torrey Pines in March, 1925, have made a

good growth. These grasses appear to require irrigation during the rainless summer. Distillation tests will be made during the present year.

"Arrangements have been made with the Oregon Agricultural College at Corvallis to inaugurate a cooperative experiment on the culture of perfume roses this spring. The plan contemplates the growing of a number of varieties in small plots to note their general usefulness for this purpose. In addition to this, one acre will be planted to a variety which has desirable blooming qualities. A complete record will be made of the cultural requirements and the costs, including the harvesting of the petals under local conditions, in order to determine the entire cost of the operation. If such cost does not appear too high to make commercial cultivation of perfume roses possible, experiments on the extraction of the oil from the petals will be undertaken in order to determine the yield and quality obtainable under Oregon conditions. There has always been much interest in the possibilities of producing oil of rose in the United States and investigations to determine its feasibility have frequently been urged by those interested in rose culture, especially in the Pacific Northwest where roses bloom very profusely. It is hoped that this experiment which will extend over a period of years, will definitely determine whether a perfume rose industry has any possibilities in this country.

"A number of individuals in Oregon and Washington have interested themselves in lavender culture and it is hoped that some definite experiments can be arranged for within the year. Judging from the specimens of lavender found in gardens in western Oregon, conditions there are apparently well adapted to this plant. As soon as a sufficient stand is secured distillation tests will be made to determine the yield and quality of oil obtainable.

"The few plants of *Jasminum grandiflorum* which have been kept at the experimental garden at Arlington, Va., continue to make good growth during the summer and produce many flowers. The plants have been kept in large pots in the greenhouse during the winter seasons. One plant was left out last fall and heavily mulched in order to test its ability to withstand the winter temperature. The plants which were set out on the estate of Warren E. Burns at New Port Richey, Florida, were alive but did not look especially thrifty when seen by the writer last May. Since then we have had no report regarding them. This jasmine is not a profuse bloomer and it does not seem probable that the flowers can be produced in this country at a cost which will permit their use for perfume purposes.

"The net result of this is that it is all experimental and there is no knowing what the results will be. It will probably have the effect of letting us know whether or not it is possible for us to develop an industry of floral products in this country. Perhaps the \$10,000 that we subscribed will be sufficient to cover this series of tests and even if it should prove that nothing tangible will result, why no doubt the money that we spent was well accounted for."

#### Col. Bogert's Report on Research Work

Owing to the fact that Col. Marston T. Bogert's public lecture on "Science and Art in the Perfume Industry" conflicted to some extent with the first business session, Dr. Bogert's report on the special research carried on by the association in conjunction with the Research Laboratories

of Columbia University was read by Mr. Pfeiffer. Dr. Bogert's report was as follows:

"Pending the completion of our new laboratories, some of which are already in operation, various investigations have been carried out in our old quarters. Progress also has been made in planning and organizing the work for the future but the most important happening of the year has been the founding at Columbia University of the 'Louis Spencer Levy Collection' of books, periodicals, etc., relating to perfumes, cosmetics, soaps, etc., as reported in the February, 1927, issue of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW (p. 644). No single gift could be of greater or more far-reaching service to the progress and development of our profession than this benefaction from one who is such a useful and loyal member of our organization.

"Another matter of some interest is the survey conducted during the year to ascertain which research workers in our universities and colleges were interested in the field of perfumes. The results appear beyond.

"Research Work: The credit balance available in the A. M. T. A. fund was not sufficient to take care of the organizing, planning and conduct of the work of this department and to pay also the salaries of competent investigators. Research work, nevertheless, has been going forward steadily during the past year with the aid of my own advanced students and of the Fritzsche Fellow (Dr. Paul G. I. Lauffer). Several papers have been published; others are in press or in manuscript.

"Research progress with advanced students who are usually candidates for the Ph. D. degree is discouragingly slow, due to the inexperience and limited time these men have available and the fact that they generally leave the institution as soon as the degree has been awarded. The professor in charge of such men must be governed in his choice of problems by these and other restrictions. In the case of the experienced investigator, already holding the Ph. D. degree or having had an equivalent training and employed on a full-time basis and at a fair wage, these handicaps do not apply. Until we can employ such experts, we cannot hope to get along very fast.

"Research Survey: The appended circular letter and questionnaire were mailed to 391 organic research chemists. The response showed, as expected, that comparatively few of the laboratories of our educational and research institutions were interested in this field.

"The investigations under way and the laboratories where they are being conducted are as follows:

#### Researches Under Way, April 1, 1927

1. Fractional vacuum distillation with special reference to perfume products.
2. Study of the Grignard reaction.
3. The production of new solvents and synthetics from petroleum, through pyrolysis and other operations.
4. The relation of the acetylene linkage to odor, especially in the case of acetylenic alcohols.
5. Perfume products from cymene.
6. The investigation of terpenes.
7. Odor in the 1, 3, 4-trisubstituted benzene series.
8. Substituted for ethyl alcohol as solvent in the flavoring extract industry.
9. Investigation of the aliphatic alcohols, their esters and ethers.

10. The synthesis of alcohols related to citronellol and geraniol.

11. Benzyl alcohol and its derivatives.
12. Studies in the phenylethyl alcohol group.
13. Synthetic thymol.
14. Synthetic menthol.
15. Allyl phenols and phenol allyl ethers.
16. Perfume products from carvacrol.
17. Ethers and esters of beta-naphthol.
18. The investigation of the higher aliphatic aldehydes, alcohols and acetates.
19. The manufacture of pure acetone and pure butanol and the study of the impurities in commercial products.
20. The preparation of aliphatic aldehydes by catalytic oxidation of petroleum fractions.
21. The stabilization of aromatic and aliphatic aldehydes.
22. New syntheses of vanillin.
23. The preparation of hydratropic aldehyde.
24. The condensation of citral with acetophenone at various temperatures.
25. The synthesis and study of new ketones.
26. Investigation of ketones of possible perfume value.
27. The stabilization of synthetic esters.
28. New syntheses of coumarin.
29. The investigation of sulfur compounds with reference to odor.
30. The synthesis of beta mercapto substituted ethers.
31. The manufacture of sulfur soaps.
32. Thiazoles and selenazoles with reference to the connection between constitution and odor in these groups.
33. The odor of various amines.
34. The connection between odor and chemical constitution in various groups of closely related organic compounds.
35. Various researches in the general field of perfumes and flavors, not specified in detail.
36. Comparative study of methods of extracting flower oils.
37. The manufacture of citrus oils.
38. The investigation of peppermint oils.
39. The composition of certain plant gums.
40. The cultivation of medicinal plants, especially the mints, with reference to the composition of their essential oils.
41. The investigation of diethyl phthalate.

#### Where Research Is Conducted

"Laboratories in which the Above Investigations are being conducted:

American Petroleum Institute, University of Arizona, University of Arkansas, California Fruit Growers Exchange, Carnegie Institute of Technology, Columbia University, Commercial Solvents Corporation, Continental Oil Company, Derick Laboratories, Inc., University of Florida, Fries & Fries Company, Fritzsche Brothers, Inc., University of Illinois, Indiana University, Institute of American Meat Packers, Iowa State College, Johns Hopkins University, Lehn & Fink, Inc., Mallinckrodt Chemical Works, Monsanto Chemical Works, University of Nebraska, New York Quinine and Chemical Works, Northwestern University, Ohio State University, Parke, Davis & Company, Private Laboratory—2, Rhodia Chemical Company, Stanford University, Tufts College, U. S. Industrial Alcohol Company, State College of Washington, Van Dyk & Company, Washington University, Wesleyan University, J. B. Williams Company, University of Wisconsin.

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## CONVENTION GROUPS ON THE BOARDWALK

1. Charles Fischbeck, Mrs. Fischbeck, Mrs. Gaston Block, Jr., Mrs. Gaston Block, Sr., Gaston Block, Jr. 2. E. M. Kaylor, Sewell Corkan, Mrs. A. D. Henderson, H. H. Boscowitz, A. D. Henderson. 3. Edmund Hoffman, Edmund Hoffman, Jr., Prof. Curt P. Wimmer, S. H. Clark. 4. H. W. Ferguson, Miss Madeline Christ, S. H. Clark, Mrs. H. W. Ferguson, Paul Schulze-Berge, Jr. 5. Mr. and Mrs. Richard M. Krause. 6. F. J. Hailer, Mrs. Herbert Schiel, Herbert Schiel, Mrs. S. H. Clark, Fred Butz, Mrs. F. J. Hailer, S. H. Clark. 7. O. A. Brown, C. H. Alker, P. R. Dreyer, Bert O'Leary. 8. Adolph Spiehler, L. S. Levy, H. Henry Bertram, W. L. Crounse, C. M. Baker, J. A. Handy, Abel I. Smith. 9. F. J. M. Miles, J. J. Quinn, George Panopulo, Edgar J. Mills. 10. John Kiehl, F. W. Heine. 11. Miss Patricia Rowse, W. H. Rowse, F. H. Ungerer, Mrs. H. Dusenbury, H. Dusenbury, Mrs. F. H. Ungerer, Miss Ungerer. 12. Fred Butz, Louis Halk, Northam Warren, G. C. Gambles, A. H. Bergmann. 13. C. A. Pennock, Mrs. C. A. Pennock, Clyde Eckhardt. 14. Paul W. Hyatt, E. S. Hagerthey, Percy Brown, M. S. Osborn. 15. E. V. Killeen, E. B. Hurlburt, F. C. Adams.

"These returns have been classified and filed and we hope to be able to utilize the information to the advantage of all concerned by bringing about mutually helpful contacts and by inducing more investigators to enter this fascinating field.

"*Market for Trained Men:* One of the services which we believe that we can render is that of supplying men well trained in those fundamental sciences upon which our industry rests and to which it must turn for any real progress.

"Manifestly it would be a mistake for a capable young fellow to devote time and money to equipping himself for service in this field if there is to be no market for his special training upon graduation. Nor can the universities afford to waste their resources in providing a supply where no demand exists. Are you satisfied with the elementary education represented by the average Graduate in Pharmacy, or have you places also for the high-class training represented by the university Ph. D.? The answer carries with it your judgment of the scientific status and policy of the industry in our country and whether it is imbued with the creative spirit of progress or content merely to utilize the creations and discoveries of others.

"This office will be glad to assist in bringing the man and the job together, whether the men concerned happen to be Columbia graduates or not. I do not labor under the delusion that all my geese are swans, and can promise prospective employers frank and straightforward statements concerning any of our men whom they may be considering.

"*Library:* Reference already has been made to the 'Louis Spencer Levy Collection' and its importance. As noted, this will be shelved in the Chemistry Library of Columbia University. One of the first donations received from Mr. Levy for this collection was a complete file of *The Perfumery and Essential Oil Record*, beautifully bound in a dark green morocco. Other books are being added constantly and bibliographers and book dealers both here and abroad are keeping us informed of opportunities to pick up valuable publications of interest to our industry. Arrangements are being made also with the U. S. Library of Congress to supply us with index cards of all publications in this field.

"In order to avoid duplication as far as possible, we have been cataloguing books available in New York and vicinity which relate to the subjects to be covered by this collection. The Librarian of Columbia University has assigned a competent bibliographer to aid us in this task and the work has been completed on the various libraries of Columbia University, the New York Public Library and the library of the Chemists' Club. These cards will be kept on file in this office for the use of all interested.

"A circular letter is now being sent to manufacturers requesting catalogues, price lists and other trade literature, for the use of students and others using Columbia's Chemistry Library.

"*Perfumery Exhibits:* In order to bring to the attention of our people the part which discovery and invention have played in the evolution of the perfume industry, to show the manifold raw materials and finished products, and to make clear to the consuming public that America can and does make as fine products as are manufactured anywhere in the world, it is suggested that suitable exhibits be arranged and displayed in leading industrial museums,

such as the new Museums of the Peaceful Arts in New York City, which has just been assigned a considerable acreage in the Jerome Reservoir tract, near the upper end of the Grand Concourse and in proximity to the Zoological Park and the Botanical Gardens.

"These New York museums are now housed temporarily in the Scientific American Building at 24 West 40th street, only a few doors east of the Engineers' Club.

"It is recommended therefore that the association appoint a committee to cooperate with these New York museums for the purpose of securing exhibits which shall be representative and striking. The American Chemical Society has already appointed a standing committee on Cooperation with Industrial Museums. As the writer is Chairman of this latter committee and a member of the Board of Trustees of the Museums of the Peaceful Arts, he may be able to aid in this matter also.

"*Trip Abroad:* Further, the writer has arranged to spend several months in Europe and Africa this fall in establishing contacts with our colleagues abroad, in gathering first-hand information concerning the status of the perfume industry over there, the problems under way, recent advances and trends of importance, and in general to acquire such experience as will enable him to conduct the work of this office more intelligently. Members of the association can help by sending him letters of introduction to those of their friends and correspondents abroad whom they believe that it would be advantageous for him to meet.

"It is our plan to attack first the following problems, which we believe to be of widespread interest and importance:

"I. *Alcohol and other solvents.* This should include: (a) A careful examination of the alcohol and cologne spirits now available on the market, with a view to standardizing analytical methods and specifications and to determining effects of contaminants upon perfume constituents; (b) possible substitutes for ethyl alcohol in special cases; (c) solvents of other types.

"II. *Stoppers.* The material of which stoppers, sprinkler tops, spray nozzles, etc., is composed may have considerable effect upon the color and keeping qualities of perfumes and, on the other hand, the sprinkler or stopper may itself become darkened and corroded, or leaks may occur. It is desirable to investigate this problem, to determine the best material in general for such stoppers, to point out which perfumes require special stoppers, etc.

"III. *Containers.* The influence of the container upon the preservation of the perfume. This concerns not only the chemical composition but also the color and other optical properties of glass, as well as the sensitiveness of various organic perfume constituents to light and similar questions.

"These three problems of solvent, container and stopper seem fundamental ones and of importance to all perfume manufacturers. It is obvious that each one represents not a single problem, but a whole group of problems.

"If we are going into this research business seriously, with the expectation of continuing it for a number of years, it would seem wise to establish now definite grades and salaries, as is the custom in many other research laboratories and institutions, making suitable provision for increase in pay with increased service and usefulness.

"It is assumed that the Senior Research Fellow will be a man who has already received his Ph. D. degree or who has had equivalent training.



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#### CONVENTION GROUPS TAKEN ON THE BOARDWALK

1. Adolph Spiehler, Mrs. Spiehler, Mrs. Bert O'Leary, Bert O'Leary, Miss Christ, Frederick Christ. 2. H. C. Rendler, C. J. A. Fitzsimmons, H. H. Bertram, O. E. Giese. 3. Frank J. Lynch, Mrs. D. M. Smith, D. M. Smith. 4. F. S. Hyatt, C. G. Hilgenberg, Jules Smucker, Walter Leach. 5. A. G. Spilker, L. J. Zollinger, W. Kyle Sheffield. 6. Charles F. Kelly, P. R. Dreyer, Fred Butz, Max Isermann. 7. Miss Madeline Christ, Mrs. M. Upshur von Isakovics, Mrs. L. S. Levy, Frederick Christ. 8. E. B. Hurlburt, E. E. Finch, Northam Warren, F. C. Adams. 9. Mr. and Mrs. P. M. Travis. 10. Mrs. P. R. Dreyer, Mrs. J. J. Quinn, Mrs. L. S. Levy, Mrs. O. C. Isbell. 11. C. F. Ising, W. Lambert, L. deHoyos, A. von Isakovics. 12. Gilbert Colgate, A. I. Smith. 13. D. Young, Mrs. F. N. Langlois, T. M. Bennett, Jr., F. Steffens, C. R. Meltor, A. F. Wortman. 14. Mr. and Mrs. L. R. Root. 15. A. M. Spiehler, Mrs. E. Stange, E. Stange, F. J. M. Miles.

"The Junior Research Fellowships are usually offered to research workers who are candidates for the Ph. D. degree.

"In concluding this report, I wish to express my deep appreciation of the unvarying courtesy and consideration, the sympathetic interest and helpful encouragement of the Committee on Research Department. It has been both a pleasure and a privilege to have been associated with them in this undertaking."

The report was received with a rising vote of thanks to Dr. Bogert and Mr. Pfeiffer. It was then referred to the Resolutions Committee with instructions to return it to the Executive Committee.

President Baker then introduced a representative of the American toilet goods industry in Great Britain, J. C. Gamble. Mr. Gamble, who represents Northam Warren Corporation and other American manufacturers in England, responded with a brief address thanking the members for their courtesy and promising to be of any service he could to the association or to the individual members.

#### Legislative Committee Reports

The report of the legislative committee was presented by A. M. Spiehler, chairman, who after referring to the splendid work done during the year by the counsel and the Washington representative of the association, outlined the work of his committee in part as follows:

"Some have found fault that we were not vigilant enough in the state work. The activities of the past few months will fully answer that question to the most sceptic.

"Then, again, the committee has been criticized as fighting every bill that was introduced in reference to our products. That criticism is so unjust that it really requires no attention and I truly believe it was not made in good faith, but more of a subterfuge not to support in a substantial way the work undertaken by the association.

"Bulletins have been issued to you very frequently, keeping you fully posted from time to time as to the work accomplished. Every member of the association undoubtedly has been receiving the Monthly Census Reports of the Department of Commerce, Bureau of Foreign and Domestic Commerce, and United States Tariff Commission.

"Much of the information that should be included in this report is omitted because you are already familiar with the details."

The chairman then outlined the various state bills which have been introduced during the last year and showed that in every instance they have met with defeat. He continued:

"It is felt that there is a possibility that the anti-cosmetic campaign will be transferred from the state legislatures to Congress with a serious following up in the state legislatures which will meet in the winter and especially in 1929. There will only be ten or eleven legislatures in session in 1928, but the greater number will meet in January, 1929, at which time the full complement of cosmetic bills may be anticipated.

"During the recent Congress a measure entirely acceptable to our industry was passed reorganizing the Prohibition Bureau. We believe this law will work well and we have confidence that the Secretary of the Treasury will make wise selections for his subordinates and carefully observe their operations.

"On the first of January the first cut of 55 cents in the

reduction of the alcohol tax took effect and I am pleased to report that there has been no dislocation of industry, such as was predicted by some of those who opposed the legislation.

"Recently there has been a sensational outcry against poisoned alcohol that has caused a good deal of commotion and at one time threatened serious changes in certain alcohol formulas. Naturally these formulas are always more or less in a process of revision, but those that have been revised thus far have been included in the group of completely denatured alcohols and there has been no important invasion of our own field of specially-denatured alcohols.

"Not long ago we had occasion to protest against a proposed ruling making additional requirements for labels on the products of denatured alcohol, including one objectionable feature compelling us to state the specially-denatured alcohol formula used in the product, but this proposition was withdrawn.

"No progress has been made in the sporadic attempts to tax denatured alcohol, a matter of great importance to us, as it is essential that our raw materials should cost as little as possible and that those of us who attempt to export our products should be able to compete with foreigners on the most advantageous basis.

"The movement of certain surety companies to increase the premium on our bonds has been met by other more far-sighted companies willing to continue at the old rates and we have thus been saved substantial sums.

"Excellent progress has been made during the past year looking to legislation designed to curb predatory price cutting. A new bill has been framed which will be presented in the new Congress with the prestige of having been drafted by the Legislative Drafting Bureau of the House of Representatives."

#### Report of Washington Representative

The report of W. L. Crounse, Washington representative of the association, also considered the subject of legislation at some length. Much of it was devoted to the alcohol situation on which Mr. Crounse did much work during the last year. The report was presented in an executive session of the association. Its salient points were as follows:

"The past year has been replete with developments of interest to our industry. It has witnessed the taking effect of the first cut in the reduction of the alcohol tax without any disturbance of industry; a comprehensive measure entirely satisfactory to our industry providing for the reorganization of the Prohibition Bureau has been placed upon the statute books; we have successfully resisted a movement occasioned by the outcries against so-called poisoned alcohol which had for its object the radical revision of many denatured alcohol formulae which, if carried out, would have been disastrous to all the alcohol-using industries; our effective protests against proposed additional requirements for labels on products of denatured alcohol have received respectful consideration and the requirements withdrawn; in connection with the other alcohol-using industries, we have continued successfully to oppose any attempt to tax denatured alcohol; by concert of movement we have been able to retain the moderate premium rates on our alcohol bonds in spite of the action of the majority of the surety companies in raising them 1,000 per cent; the new Alcohol Trades Advisory Committee, headed by one of our distinguished trade experts, has functioned in a highly satis-



CONVENTION GOLF AND BOARDWALK GROUPS

Upper Left: W. Van Alan Clark, Donald Wilson, W. A. Bush, L. Tracy Sheffield. Upper Right: E. C. Ward, H. F. Croen. Lower Left: F. N. Langlois, Mrs. H. Dusenbury, W. H. Rowse, Miss Patricia Rowse. Lower Right: O. A. Brown, R. R. Webb, Dr. R. S. Swinton, Charles Zeller, P. R. Dreyer.

factory manner; in spite of the sporadic movements in various States to obtain legislation imposing restrictions upon the manufacture and sale of cosmetics, no proposed federal statute has thus far been brought forward.

*"First Cut in Reduction of Alcohol Tax.* Early in the Congress which recently adjourned this association took a leading part in a movement to convince Congress of the justice of reducing, if not repealing, the tax on pure non-beverage alcohol which was doubled at the beginning of the war. We pointed out that this was a beverage tax pure and simple, and in view of the prohibitions now existing against the use of alcohol for beverage purposes the retention of the tax was illogical and constituted merely a burden upon legitimate industry. We urged that the entire war impost of \$1.10 per gallon be removed, leaving the tax on pure non-beverage spirits at the pre-war level of \$1.10. After careful deliberation Congress acknowledged the soundness of our contentions and authorized a reduction in the alcohol tax of 55 cents per gallon, effective January 1, 1927, with an additional cut of 55 cents on January 1, 1928. These graduated cuts were wisely made with a view to minimizing any disturbances in trade conditions that might have resulted if the entire reduction had been made in a single cut. It is a sound economic proposition that no industry can prosper as the result of artificially maintaining high prices on its raw materials.

*"Passage of Prohibition Reorganization Bill.* One of the last acts of the recent Congress was to place on the statutes a comprehensive bill providing for the reorganization of the

Prohibition Unit. This bill clothed the Secretary of the Treasury with full authority to enforce the law and empowered him to appoint a deputy to be known as Prohibition Commissioner to have immediate charge of the work. The bill made no change in the relation of the Assistant Secretary of the Treasury, now held by Gen. Lincoln C. Andrews, who continues to function as the chief executive in the enforcement service. The reorganization has just been perfected, and it is too soon to predict what the policies of the new officials will be, but the alcohol-using trades are to be congratulated upon the fact that the Secretary of the Treasury, who is really the supervising officer of the entire service, has always taken a conservative view of the subjects in which we are interested and can be relied upon to see that justice is done all interests.

*"Outcry Against Poisoned Alcohol Jeopardizes Industrial Alcohol Policy.* For several months past the association's Washington representative has been called upon to exercise all his energy as well as the utmost diplomacy in opposing the radical revision of the existing denatured alcohol formulae. While the public outcry against 'poison in alcohol' has been directed chiefly at completely denatured alcohol, nevertheless, certain self-appointed reformers have attacked all kinds of denatured alcohol and have insisted upon wholesale changes in the regulations and the elimination of many denaturing materials, which changes, if brought about, would have seriously imperilled the industries which use tax-free alcohol. It is a matter of general congratulation that in spite of the ill-considered outcry referred to the Internal

Revenue authorities have been induced to maintain practically all the special denatured alcohol formulae, and thus the trades have been saved from a disastrous experience. The movement to induce the Treasury Department to act in the matter was supplemented during the last session of the Congress which recently adjourned by an effort to secure legislation forbidding the use of so-called poisonous materials in denatured alcohol.

"To a certain extent this issue developed a controversy between the so-called wets and dries in which our industry had no interest, and at one time it appeared that all the alcohol-using interests might be jeopardized as the result of being made a football for politicians and propagandists to kick about. I deem it my duty to warn our members that we have not heard the last of this matter. It will require close watching for a long time to come. We owe a debt of gratitude in this connection to Secretary Mellon, Gen. Andrews and Dr. Doran for the stalwart front they have put up against any backward movement in the development of the Government's denatured alcohol policy."

Mr. Crouse here quoted at some length from an address by H. S. Chatfield, chairman of the Industrial Alcohol Committee of the National Paint, Oil and Varnish Association. The address outlined the importance of denatured alcohol to industry.

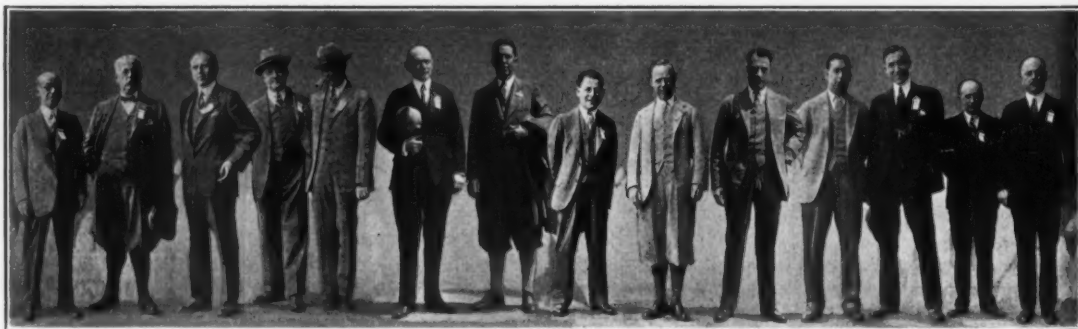
*"Effective Protests Against New Requirements for Labels on the Products of Denatured Alcohol.* A proposition of an alarming character was recently brought forward in the Prohibition Bureau to limit the containers of our products to one gallon each; to require the manufacturer's name to appear on all labels and to compel all producers to print on their labels the number of their denatured alcohol permits. Obviously, our members were not all equally affected by this proposition, but they were almost unanimously opposed to all the requirements, and especially to that requiring denatured alcohol permit numbers to appear on the packages going to the consumer. This feature was peculiarly objectionable in view of the so-called poisoned alcohol crusade then being conducted. Your Washington representative obtained and summarized the opinions of some of the leading members of our association and laid them before the authorities at Washington with a vigorous protest against the proposed changes. No further attempt has been made to incorporate these changes in the regulations, and it is believed nothing further will come of this movement.

*"The Defeat of Efforts to Tax Denatured Alcohol.* In the sporadic attacks made upon denatured alcohol during the past year contentions have again been made from time

to time that this product should be taxed either on a graduated basis with respect to the different formulae or at a rate commensurate with the tax on pure non-beverage spirits. This latter contention has been put forward more frequently since Congress voted graduated reductions in the non-beverage tax. Obviously, any of these plans for taxing denatured alcohol would demoralize all the industries dependent upon this universal raw material, and the injury that would result to American industry can hardly be overestimated. It is a matter of sincere congratulation that this movement has made no substantial progress during the past year. All the industries have stood shoulder to shoulder in resisting any form of tax, believing that the smallest imposition would be but an entering wedge that would be utilized in the near future at least for the collection of sufficient funds to police the prohibition laws in whole or in part.

*"The Movement to Increase Bond Premiums of Denatured Alcohol Users.* During the past few months the leading surety companies have advanced their premiums on denatured alcohol bonds in some instances 1,000 per cent. While these companies have carefully avoided any formulation of reasons for these enormous increases except to say that experience has demonstrated their necessity, nevertheless in private conversation certain drastic and illegal actions by prohibition administrators have been cited as increasing the hazards on this type of bond protection. A thorough investigation of this matter having been made by our Washington representative, reliable companies were found willing to write the bonds of the members of this association on the old basis and thus we have been saved large sums of money far exceeding the cost of financing the activities of this association.

*"Functioning of New Alcohol Trades Advisory Committee.* Services of inestimable value were rendered for several years to the alcohol-using trades by the Advisory Committee appointed by Commissioner of Internal Revenue Blair to assist the department in framing regulations and in the general enforcement of the law. Experience demonstrated, however, that the committee was so large and its membership so widely scattered throughout the country as to make its functioning unsatisfactory. General Andrews therefore decided to dissolve the original committee and to appoint a new one under the chairmanship of Dr. Martin H. Ittner, chemical director of Colgate & Company, whose two colleagues include representatives of the American Chemical Society and two of the producers of denatured alcohol. This committee will be called upon to assist in the revision of regulations 60 and 61 now in progress, and its representations to the department will at all times receive consideration.



CONVENTION COMMITTEE

A. H. Selling, F. S. Hyatt, P. Schulze-Berge Jr., S. H. Clark, H. Schiel, E. S. Hagerthey, S. H. Corkran, A. E. Bomeisler, W. H. Green, H. S. Fisher, D. M. Smith, I. Bennett, L. J. Zollinger and L. S. Levy.





#### GOLFERS AT THE A. M. T. A. CONVENTION

1. Mrs. William H. Green, Mrs. William Krone, Jules Smucker, Mrs. J. B. Magnus, Mrs. L. S. Levy, Miss Lillie Meurer, Mrs. A. D. Armstrong, Mrs. W. G. Mennen.
2. Mrs. L. M. Smith, Jules Smucker, Mrs. William H. Green.
3. Harry W. Heister, A. C. Burgund, Carl Bomeisler, A. D. Henderson.
4. William Young, C. S. Welsh, F. S. Hyatt.
5. F. C. Adams, E. E. Finch, E. B. Hurlburt, Louis Spencer Levy.
6. H. W. Ferguson, A. E. Bomeisler, W. F. Kaynor, E. S. Sanderson.
7. Mrs. A. H. Wirz, Mrs. E. V. Killeen, Mrs. D. M. Smith, Mrs. A. D. Armstrong.
8. Mrs. A. D. Armstrong, Mrs. W. G. Mennen, winners of the ladies tournament.
9. D. M. Smith, Charles E. Kelly, C. L. Lightfoot, Charles Tome.
10. A. F. Bergmann, F. J. Hailer, Fred Butz, Samuel Clark.
11. August F. Kammer, New Jersey State Champion.
12. Dr. R. S. Swinton, C. D. Homan, W. R. Janney, A. D. Armstrong.
13. W. L. Schultz, C. J. Fitzsimmons, E. V. Killeen, Gilbert Colgate.
14. H. G. Dusenbury, F. N. Langlois, A. F. Kammer, Wm. H. Rowse.
15. Alfred Brady, William Krone, C. A. Pennock, Wm. Gunther.

*"No Federal Anti-Cosmetic Measure Thus Far Presented.* Up to the present time, no attempt has been made to secure Federal legislation, and as Congress will not convene until next December, no attack need be feared from this quarter during the next seven or eight months. During the session of Congress just ended I had a number of conferences with one of the attorneys of the American Medical Association, which organization has been engaged in gathering the data upon which the campaign to secure the enactment of model state laws has been predicated, although the A. M. A. has not endorsed the so-called model bill or openly assisted in urging its enactment upon the state legislatures. I feel that I violate no confidence when I say that it is the expressed opinion of the legal representatives of the A. M. A. that if at any time conditions should be found to warrant legislation restricting or controlling any branch of the cosmetic industry, it should take shape in the form of a carefully considered Federal measure to be enacted by Congress. I am convinced that the more thoughtful leaders of the A. M. A. do not regard the results obtained in the research work thus far developed as justifying any legislation either state or Federal. It is to be hoped that the A. M. A. will in the future treat this important question with greater fairness, for although it disavows any intention of injuring the legitimate industry, nevertheless, much of the publicity for which it is directly and indirectly responsible has been calculated to work great damage."

Mr. Crounse here outlined the work which has been done on price protection legislation which was more completely covered by addresses by E. L. Newcomb, secretary of the National Wholesale Druggists' Association, and Hon. M. Clyde Kelly, sponsor in the House of Representatives of the Capper-Kelly Bill, at a later session of the convention.

#### General Counsel's Report

The report of Mr. Crounse was received with a rising vote of thanks. Other legislative matters were discussed by Abel I. Smith, general counsel of the association. Mr. Smith outlined this work in part as follows:

"The past eight months have been very active so far as state legislation is concerned. There have been two classes of bills that have been presented in a great many of the states. One of the classes of legislation has been the stamp tax which has been sought to be put upon cosmetics. The other has been the agitation to have passed a so-called 'Model Cosmetic Bill.'

"The stamp tax legislation seems to appear to be fathered by the Boards of Education of the various states. What the relationship is, I have not been able to determine, but the proceeds from the tax are to go to education in the various states. That, of course, makes it very difficult to attack from any standpoint of graft or anything of that kind, or any effort to have a commissioner appointed to impose the tax or to collect it, because the purposes for which the money is to be used are so highly thought of.

"There was introduced in the Oregon Legislature a tax on cosmetics. We beat that. There was introduced into North Carolina a similar bill, providing that any person who handles cosmetics must be licensed. That we beat. In Wisconsin we had a very bitter fight. The bill finally came up and we had cosmetics stricken from it. It was reported favorably from the House, but we eventually beat it. In South Dakota the stamp tax on cosmetics was also beaten. In Virginia, a bill known as the Wright Cosmetic Tax was killed also. In Indiana, due largely to a very vigorous

fight made on our behalf by the Indianapolis *Star* with other assistance, we had cosmetics eliminated from that bill. The stamp tax bill there was also killed. There is possibly pending a stamp tax bill in Alabama which is in recess. The legislature there is in recess until the 7th of June. There has been presented to the Conference Committee, which will then present bills at the time the legislature convenes, a bill taxing cosmetics. There is very little hope that that bill will ever pass. In Florida a luxury tax has been suggested on cigarettes, chewing gum and cosmetics. No bill has yet been introduced, and that legislature adjourns on the 7th of June.

"So much for the stamp tax bills. We had another one in New Mexico and another one in Arkansas which we beat. So far every bill seeking to put a stamp tax on cosmetics we have succeeded in defeating.

"The so-called 'Model Cosmetic Bill' is a bill that was fathered by the association known as the Dairy, Food and Drug Officials of the United States. The Dairy, Food and Drug Officials consist largely of the state chemists and commissioners of health of the various states. They prepared at their Denver Conference last summer a so-called model cosmetic bill. That was sent to the A. M. A., and certain suggestions were made by the American Medical Association in reference to the bill, and it was sent back. It was first introduced into the state of Massachusetts.

"On this model cosmetic bill, we had it handed to us on a tray. We had no help, no assistance. We managed to campaign and we beat it in every state it was introduced in. It was introduced first into Massachusetts. This bill would have put our industry in a legislative straight-jacket. There isn't any question about it. If it had been introduced in the 48 states, as they contemplated, it would have meant 48 different labels for every one of the states. The idea was that the bill was to be put in, and it was to be the same in every state. In the five states they introduced it, they made changes in every one of the five. We beat them in Massachusetts after a very bitter fight. I want to give you an illustration of what I mean by a bitter fight.

"It next appeared in New Hampshire, and I want to say to you gentlemen that the handling of the New Hampshire bill was done by Mr. Trowbridge, of Colgate & Company, who very kindly went up there and represented the association at the hearings before the Legislature of New Hampshire.

"It next appeared in Vermont, where it was beaten, and it was next in Maine, where I went up to Augusta and argued there before the Committee on Agriculture. Why they wanted to put the cosmetic bill before the Committee on Agriculture was something that I have yet to find out.

"I go up to the State of Maine. I have got to be introduced. I have got to have one of the large retailers in the state say to the Committee on Agriculture, 'We have invited Mr. Smith to come up here and speak in our behalf.' If I got up representing a national organization and said, 'I would like to speak for the American Manufacturers of Toilet Articles,' the word would go out, 'What are you coming up here for? To teach us in the state of Maine how to run our government?' It is the touchiest situation that you can conceive. If I go up there I am like a pariah unless I am invited up by somebody in the state of Maine or from the state of Vermont or from the state of Massachusetts.

"I want to have sitting in that room where the committee meets just as many people as I can get packed there from

that state who will get up and say, 'Our industry protests. We represent this store; we represent this particular pharmaceutical association.' Those are the ones that beat the bills. Of course, you can give them something to hang their hats on, but get the people out, and get them into committee meetings and read the bulletins. The only way in the world that we can ever handle the situation in these far-distant states where we have no members is to have you write your trade and earnestly urge them to protest against the enactment of the legislation. It is the only way you will ever win. I consider that the beating of those cosmetic bills in Vermont, New Hampshire, Maine and Massachusetts is one of the biggest pieces of work that we have done in years in this association. It has been awfully hard work and the credit for the defeat of those bills is largely due to the able help and assistance that I got from Dr. Wimmer. He was a great help and asset in his careful statements which were understood by everybody.

"So we have had a pretty active year so far as legislation is concerned. Next year it is going to be very quiet because there are only some eight or ten states in session, but I think, gentlemen, you can look forward to 1929 with a revival of a good many, or attempts to revise a good many cosmetic bills. We have a precedent of five states, all of them resulting in defeat for the bills."

Mr. Smith's work was approved by a vote of thanks.

The following resolutions on legislation were adopted:

#### Supervision of Decentralization Policy

*Whereas*, the so-called decentralization policy inaugurated by Assistant Secretary Andrews in charge of prohibition pursuant to which greatly increased authority has been delegated to Prohibition Administrators, appears to be defective in that no appeal is provided from arbitrary rulings of Administrators in special cases to the supervising officials at Washington; therefore be it

*Resolved*, that the American Manufacturers of Toilet Articles in annual convention assembled hereby brings to the attention of General Andrews the desirability of providing some direct course of appeal from decisions of Prohibition Administrators which in the opinion of permittees are unjust or arbitrary to the higher authority of Washington to the end that justice may always be done and the rights of the permittees preserved; and be it further

*Resolved*, that a copy of this resolution be forwarded to General Lincoln C. Andrews, Assistant Secretary in charge of prohibition.

#### Reorganization of the Prohibition Enforcement Service

*Whereas*, at the instance of General Lincoln C. Andrews, Congress has enacted a law "to establish in the Treasury Department a Bureau of Customs and a Bureau of Prohibition and for other purposes" which measure in effect clothes the Secretary of the Treasury with special authority to direct the enforcement of the customs and prohibition laws and to delegate such authority as may seem to him advisable to a Commissioner of Customs and a Commissioner of Prohibition, the latter official to have charge of the administration and enforcement of the National Prohibition Act or acts amendatory or supplementary thereto; and

*Whereas*, the enactment of this measure is designed to enable the Secretary of the Treasury to supervise the enforcement of the prohibition law through a direct agency of an Assistant Secretary of the Treasury and a Prohibition Commissioner specifically designated for that purpose and working in harmony with the policies of the Secretary of the

Treasury, thus providing a channel through which permit holders should be able to secure a prompt review of drastic or unjust rulings, regulations and decisions of subordinate officials of the prohibition enforcement service; and

*Whereas*, the new statute referred to is in line with the repeated recommendations of this association; therefore be it

*Resolved*, that the American Manufacturers of Toilet Articles in annual assembly hereby congratulates the Secretary of the Treasury and Assistant Secretary Andrews upon the enactment of this measure, and especially upon the provision applying the Civil Service law to employees of practically all ranks of the prohibition service, and respectfully urges that the prohibition enforcement service may be accorded at all times the closest possible supervision by the Treasury officials referred to to the end that regulations adopted pursuant to the statutes shall at all times be in conformity therewith, that the policy of the Prohibition Bureau shall at all times reflect the wisdom and conservatism of the Secretary of the Treasury and that the most liberal policy with respect to the treatment of legitimate permit holders consistent with adequate law enforcement shall at all times be maintained; and be it further

*Resolved*, that copies of these resolutions be forwarded to the Secretary of the Treasury and to Assistant Secretary Andrews.

#### Opposition to Tax on Denatured Alcohol

*Whereas*, repeated propositions have been brought forward during the past two years proposing the taxation of denatured alcohol, either for the purpose of restricting its use or to secure additional funds to assist in prohibition enforcement; and

*Whereas*, tax-free alcohol is necessary to enable American manufacturers to obtain this important raw material at the lowest possible price and to compete with foreign producers in neutral markets; and

*Whereas*, all the funds to be used in the enforcement of the prohibition laws should be contributed by the taxpayers of the country on a uniform basis and should not be derived from assessments on special industries; therefore be it

*Resolved*, that the American Manufacturers of Toilet Articles in annual convention assembled hereby reiterates its earnest protest against any attempt to burden this important material or to impose restrictions thereon, believing as we do that the welfare of our trade depends upon the availability of an adequate supply of denatured alcohol at the lowest possible cost; and be it further

*Resolved*, that copies of these resolutions be forwarded to the Chairmen of the House Ways and Means Committee and the Senate Finance Committee

#### Opposition to the So-called "Edwards Bill"

*Whereas*, a bill, S. 5496, has been introduced in the United States Senate by Senator Edwards of New Jersey, the enactment of which would work irreparable damage to the industries of the country which depend upon alcohol as a raw material and would deprive us of the great benefits we have enjoyed since tax-free denatured alcohol was granted to us for use in the manufacture of our products; and

*Whereas*, the Edwards bill prohibits the denaturation of alcohol by the admixture therewith of materials rendering such alcohol deleterious or destructive to human life if used as a beverage; and

*Whereas*, it is a well known fact that alcohol is necessarily denatured with materials which in some cases might render it "destructive to human life if used as a beverage"

for the reason that the denaturing materials are added to prevent the diversion of the alcohol to any illegal purpose, it being the duty of the government to prevent denatured alcohol from falling into the hands of unscrupulous persons who may use it in the manufacture of spurious beverages; and

*Whereas*, Senator Edwards has long been a most useful and highly valued champion of the industries which necessarily use alcohol as a raw material; therefore be it

*Resolved*, that the American Manufacturers of Toilet Articles in annual convention assembled hereby records its opposition to the bill S. 5496 and earnestly urges upon Senator Edwards the abandonment of this measure in the new Congress and takes this occasion to express the association's hearty appreciation of the valuable cooperation and assistance which Senator Edwards has heretofore rendered to legitimate industry; and be it further

*Resolved*, that copies of this resolution be forwarded to Senators Edwards and to the chairman of the Senate Committee on Manufactures to which committee the bill, S. 5496 was referred.

#### Commerce Department Men Speak

Two interesting addresses on trade were presented to the convention by representatives of the Department of Commerce. The subject of foreign trade in cosmetics and toilet preparations was handled by T. W. Delehanty, Assistant Chief of the Chemical Division. Mr. Delehanty's address was illustrated by charts showing the work which the Department of Commerce has done in connection with its work of stimulating business.

Mr. Delehanty, in opening his address, called particular attention to the editorial "Is French Competition Invincible?" which appeared in the April issue of the AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW. Coinciding in opinion with the views expressed in that editorial, he outlined at some length the work which the Bureau of Foreign and Domestic Commerce has done to assist the manufacturers in overcoming competition in the foreign markets.

He called special attention to the surveys which the Department has made of the field for toilet goods sales in various foreign countries. He also outlined the facilities for furnishing credit and other information regarding possible foreign buyers, maintained by the Commerce Department. He closed with a plea to the members of the association to avail themselves of the facilities for expanding foreign business afforded by the Department and assured the association of the wholehearted desire of the Department to be of the greatest possible assistance to the manufacturers seeking to expand their export trade.

Mr. Delehanty's address was received with a rising vote of thanks. Gorton James, of the Domestic Commerce Division, spoke on the subject of the possible expansion of domestic trade. He stated that his division was ready to be of all possible assistance to the industry in the American market. As a preliminary step he outlined a questionnaire which he proposed sending out to all of the manufacturers and to the importers of toilet preparations covering in a general way their work and progress in the American market.

This questionnaire will be forwarded in the near future. It will cover questions regarding distribution and sales, and should result in much beneficial information being made available.

Mr. James also outlined the work which his division has done in handling numerous trade problems and abuses which have crept in in other industries. He told of the vast

amount of information available regarding markets, and asked for the co-operation of the toilet preparations industry in making the Domestic Commerce Division of even greater service. The report was received with a rising vote of thanks.

E. E. Finch, of Karl Kiefer Machine Co., Cincinnati, O., spoke on the subject of "Production Profits" outlining the service of the production department of a manufacturing business. His address appears in full on page 147 of this issue.

#### Raw Materials and Distribution

A very interesting address on "Evaluation of Raw Materials," was read by A. D. Armstrong of Fritzsche Brothers, Inc., New York City. Mr. Armstrong's address appears in full on page 139 of this issue.

President Baker presented F. D. Wood, Marketing Expert of the International Magazine Corporation. Mr. Wood delivered a very able and interesting address, illustrated by charts, showing how sales and distribution methods could be measurably improved by a complete analysis of the markets for toilet preparations. He referred to French competition in perfumes and indicated how it could be overcome in the sales and distribution end of the business. His address was received with much interest by the members who held an informal conference with Mr. Wood regarding its salient features immediately after the adjournment of the session.

#### Price Maintenance Considered

The important subject of price maintenance was the subject of an exhaustive analysis by E. L. Newcomb, secretary of the National Wholesale Druggists' Association. Dr. Newcomb outlined the work which his organization has done on the subject and made several valuable recommendations. He said in part:

"At the present time there is a rather clear and distinct understanding established by recent Supreme Court decisions as to what the owner of an article can do or cannot do. During the last few years there has been strenuous effort to secure the enactment of legislation which will enable the manufacturer of a trade-marked item to have more adequate control over his product after it leaves his hands.

"I have found, and I think most of you know it to be a fact, that in the wholesale drug field there is an absolute lack of unanimity of thought and opinion on the various factors which lead to the destructive price-cutting. The same thing is true among the retail druggists of this country. I know that many of you distribute your products through the wholesale and retail drug channels. You are therefore concerned over the chaotic condition which exists in those two fields, and my observation also leads me to understand a fact which exists in the manufacturing trade.

"I do not think there is any question but what those engaged entirely or partially in the drug industry in this country can very greatly improve conditions in the field of distribution if they wish to do so. What are some of these factors which lead to destructive price-cutting? What are some of these factors on which we have such variance of opinion?

"I have formulated a set of twelve questions covering some of these fundamental factors. I am going to intimate just a few of them.

"Take the question of cash discounts; the question of trade discounts; the question of free goods deals; the question of special offers; the question of subsidized windows;



of subsidized stores; of demonstrations. These are but a few. I have twelve factors enumerated here, each one of which under certain trade practices may lead to destructive price-cutting.

"I cannot conceive how we may expect to make any progress even if we secure the enactment of legislation such as the proposed Capper-Kelly bill, unless within our own groups we develop some degree of unanimity of thought and opinion relative to what is sound economic practice.

"It is the suggestion which I have to offer you at this time that we endeavor to secure co-operation between the different groups concerned to have each group set down in black and white in the form of a tentative platform planks setting forth what each group considers to be sound economic practice. My suggestion is that we begin this work with the retail druggists of the country; that every local association of retailers, every state association of pharmacists create committees on principles of business practice; that these committees be supplied with this set of twelve questions, which, by the way, were drafted with the assistance of your own representative, Mr. Crounse, and with the assistance of Mr. Holliday, General Representative of the N. W. D. A.; that these committees of local and state organizations be requested in answering these questions to prepare concrete statements setting forth what they believe to be fair trade practice; that the local associations of pharmacists clear their thoughts through their state associations; that the state associations report their tentative drafts to the National Association of Retail Druggists.

"It is my suggestion, also, that the Association of Chain Stores be requested to consider in a similar way this question of what they consider to be sound economics, and that this group, representing a very large and influential group of retail interests, present their compilation, their thought, their tentative draft to a joint committee of independent retailers from the N. A. R. D. with these chain group retailers. This will cover the field of retail pharmacists in this country.

"It is my suggestion that in the different sections of the country the groups of wholesalers prepare tentative drafts of a platform setting forth what they consider from their viewpoint to be sound economics and fair trade practice, and that these be correlated to the Board of Control of the National Wholesale Druggists' Association, and through the association itself at an annual convention into one platform.

"It is my suggestion that the Federal Wholesale Druggists' Association, representing the co-operative wholesalers, create at least five distinct committees, and that these committees proceed in the same way to draft their thoughts into tentative platforms and clear through the Executive Committee at the annual convention of the Federal Wholesale Druggists' Association.

"I have not time to discuss the relation of these different groups before you at this time, but I will state that the co-operative houses are here, and here to stay.

"We now come to the manufacturing group, and there are some eight or nine distinct national associations representing manufacturers who produce products sold to the drug trade who are intensely interested in bringing some sort of order out of the present chaos. Your group is one. Others which I have mentioned, and in addition there may be included groups which manufacture products sold partly, possibly less, through the wholesale trade than yours. Each of these national associations, it is suggested, should create committees on principles of business practice, and each of

these organizations either directly through the association or through sub-groups in case you have them, should create similar committees, and these should report clear through their own organizations, and then there should be joint conferences so that the manufacturing group may present in one platform their views on what constitutes sound trade practice.

"When these three major groups in the field of distribution have put their own thoughts into some sort of a harmonious order, then we may hope to have some progress through conferences and co-operation. At the present time it is absolutely useless for manufacturers and wholesalers to hold conferences relative to establishing policies of distribution when the men representing the different groups have such widely divergent various ideas on fundamentals.

"I would not stop with these three groups alone. It has been shown by statistics that the average retail drug store proprietor is a proprietor for but seven years. This means that we must begin early with those who are coming into pharmacy, and I would ask schools of business of our different universities, particularly those which have departments of pharmacy, to create committees on principles of business practice and to have these faculty groups clear their tentative drafts through the American Association of Colleges of Pharmacy.

"When this has been done, then we may have some joint conferences between these four groups, and these joint conferences may produce a platform of business practice which may serve as a guidepost to the drug industry of this country."

Following is the list of questions referred to by Mr. Newcomb:

"Recognizing the present chaotic condition with its many unfair trade practices which exists in the field of distribution and which tends to demoralize marketing conditions, with the not infrequent elimination of honest merchants to the consequent detriment of the public, the following thoughts on the underlying principles of business transactions are set forth:

(1) Should business transactions show a profit in the whole, or should each unit of sale show its own reasonable profit?

(2) Is it ever good fair trade practice for a retailer to sell an article at a loss in order to sell another article at a profit sufficient to cover both?

(3) Should distributors be remunerated for the actual cost of distribution plus a fair profit for proportionate services rendered?

(4) Should variations in quantity discounts be predicated upon the cost of the money; that is, the interest involved and the savings effected? Do other variations represent unfair trade practices?

(5) Are excessive and unreasonable quantity discounts representing substantially more than the interest on the money involved conducive to unfair trade practices and to destructive price-cutting?

(6) Should cash discounts represent only the interest for the number of days between normal trade extensions and cash discount period?

(7) Should there be a uniform practice of manufacturers and jobbers in respect to transportation terms to retailers? Does a lack of such uniformity lead to unfair practices?

(8) Is the granting of special offers which in reality are additional discounts conducive to unfair trade practices?

(9) Should the offer of free goods in a form to result

in unjustifiable trade discounts be deprecated and considered as unfair trade practice? Should free goods if offered be given only as a uniform diet and in such amounts as to promote purchases in economically sound quantities for the wholesaler and the retailer?

(10) Are demonstration offers economically sound and fair trade practices?

(11) Should retailers permit the subsidizing of their employees to push particular goods by manufacturers interested?

(12) Should the subsidizing of dealers through the offering of special compensation for the utilization of portions of the store for the promotion of the sale of certain lines of goods be considered an unfair trade practice?"

#### Dr. Newcomb Suggests Resolutions

"Resolution: Druggists' Research Bureau:

"Whereas, the National Association of Retail Druggists, the American Association of Colleges of Pharmacy and the National Wholesale Druggists' Association, through delegates duly appointed, have organized the Druggists' Research Bureau; and

"Whereas, this Bureau is to take up for study problems of mutual concern to retailers, wholesalers and manufacturers; and

"Whereas, the Bureau has requested the active co-operation of all drug organizations; therefore be it

"Resolved, That the American Manufacturers of Toilet Articles endorse the Druggists' Research Bureau and direct its officers to co-operate in every way possible in promoting the work of the Bureau."

"Suggested Resolution on Principles of Business Practice:

"Whereas, the problems of distribution in the drug field concern all branches of the drug industry; and

"Whereas, there is a distinct lack of unanimity of thought and opinion relative to the factors which relate to price stabilization; and

"Whereas, manufacturing pharmacists are no more united in their views than other groups; therefore be it

"Resolved, That the American Manufacturers of Toilet Articles direct its president to appoint a Committee on Principles of Business Practice, the function of which shall be to work within our legal rights on the preparation of a platform of business principles containing planks dealing specifically with the correction of uneconomic practices and which will lead to constructive merchandising in the interests of the drug industry and the public, preliminary draft of same to be presented at the next meeting of this association."

Mr. Newcomb's address was received with a rising vote of thanks.

#### Kelly Addresses Convention

Hon. M. Clyde Kelly, sponsor of the Capper-Kelly Bill, addressed the members in an eloquent plea for support of that measure. Mr. Kelly outlined the progress of the fight for price maintenance in Congress. He spoke of the obvious benefits to be derived from the passage of such legislation. He heartily commended the association for the resolution on price maintenance which it planned to present.

However, he made the additional point that such resolutions, while valuable, could not take the place of actual personal contact on the part of the individual manufacturer with his Congressman. He urged that each member bring as much personal influence as possible upon his representatives to the end that favorable action may be secured at the

coming session of Congress, when the bill in revised form will again be introduced.

Mr. Kelly was heartily applauded and a rising vote of thanks given him for his address.

The following resolution on this subject was adopted:

#### Price Protection Legislation

*Whereas*, the attention of the entire business community has been concentrated during the past year upon the movement to protect legitimate industry against predatory price cutting in which standard identified merchandise of known quality is used as bait with which to obtain the patronage of the public; and

*Whereas*, as heretofore pointed out by this association repeated decisions of the courts while reaffirming the right of the manufacturer to refuse to sell his products to price cutters, have denied him the privilege of employing the necessary methods to assert that right; and

*Whereas*, the Legislative Drafting Bureau of the House of Representatives, acting under the direction of a group of members of the Committee on Interstate and Foreign Commerce, has framed a tentative substitute for the so-called Capper-Kelly bill which is believed to be acceptable to all the advocates of price protection legislation; therefore be it

*Resolved*, that the American Manufacturers of Toilet Articles in annual convention assembled strongly indorses the principle underlying the Capper-Kelly bill and substitute framed by the Legislative Drafting Bureau and urges the substitute bill upon the attention of both houses of Congress and especially upon the House Committee on Interstate and Foreign Commerce to the end that price cutting so injurious to our industry and so valueless to the public may cease; and be it further

*Resolved*, that copies of these resolutions be forwarded to the House Committee on Interstate and Foreign Commerce.

#### W. A. Bradley Made Honorary Member

Officers of the association were re-elected and members of the Executive Board as well. In addition Daniel J. Mulster, treasurer of Muhlen & Kropff, New York, and Dr. E. J. Thomssen, of J. R. Watkins Co., Winona, Minn., were elected members of the Board.

Upon motion of A. M. Spiehler, Wm. A. Bradley, who has served as a member of the Board for many years but has now retired, was made an honorary member of the association.

The following resolutions of appreciation were adopted:

#### Thanks to President Baker

*Whereas*, our President, C. M. Baker, has managed the affairs of the association with marked ability and sound judgment and through the exercise of tact and diplomacy has secured from the membership highly efficient team work and cooperation, and this has greatly increased the usefulness of the association to the membership; therefore be it

*Resolved*, that this association, in appreciation of Mr. Baker's services, extends to him a cordial vote of appreciation and thanks.

#### Washington Representative and Counsel

*Whereas*, W. L. Crounse, our Washington representative, and Abel I. Smith, our counsel, during the past year have continued to give the association their loyal and conscientious service and have by their watchfulness protected and furthered the interests of our membership; therefore be it

*Resolved*, that we tender to Mr. Crounse and Mr. Smith our sincere thanks in appreciation.

### The American Perfumer

*Whereas*, THE AMERICAN PERFUMER throughout the past year has devoted much valuable time and space to the support of our industry and especially to the general welfare of the American Manufacturers of Toilet Articles in the dissemination of useful information; therefore be it

*Resolved*, that this Association expresses its hearty appreciation of the enterprise and public spirit shown by THE AMERICAN PERFUMER, and tenders to that journal the hearty thanks of this association.

### Convention Committee

*Whereas*, the Entertainment Committee, consisting of L. S. Levy, Chairman; A. E. Bomeisler, S. H. Clark, S. H. Corkran, H. S. Fisher, W. H. Green, E. J. Hagerthey, F. S. Hyatt, Herbert Schiel, Donald M. Smith, Irving Bennett, A. H. Selling, P. Schulze-Berge, Jr., L. J. Zollinger has done much to make this convention successful and to make the stay of individual members of the association in Atlantic City pleasant and profitable, and

*Whereas*, the members of the Entertainment Committee have given unsparingly of their time and energy in making this convention a success, therefore be it

*Resolved*, that the thanks of this association be extended to the members of this Entertainment Committee and that they be advised of the appreciation of the association of their efforts in its behalf.

### Entertainment Features

Aside from the strictly business sessions of the meeting, the Thirty-third Annual Convention will take high rank for the excellence of the entertainment features. Atlantic City at this season of the year presents an almost unrivaled opportunity for entertainment of all sorts and full advantage was taken of this fact in arranging the exceptionally attractive program.

The first afternoon while the business session was going on, the ladies played bridge on the sun porch of the Ambassador Hotel. It was originally planned to have this bridge and tea at the Northfield Country Club, but plans were changed to conform to the wishes of the majority and to insure the participation of the late arrivals. The attractive prices for excellence at bridge were won by Mrs. Steward Wagner, Mrs. P. Schulze-Berge, Jr., and Mrs. Wm. H. Green.

Immediately following the bridge party, a public lecture on "Science and Art in the Perfume Industry" was delivered by Professor Marston T. Bogert of Columbia University in the Pompeian Room at the hotel. Dr. Bogert recounted in his usual interesting and entertaining style the early history of the industry and described in non-technical language the process of producing and blending the various natural and synthetic materials to make a finished perfume. Not the least interesting portions of his address were those devoted to the various raw materials and their methods of manufacture. The essential parts of the lecture were broadcast on Tuesday evening by Mrs. Ethel Rattay Fowler, publicity director of station WPG, in her weekly feature, "Playground High Lights." Mrs. Fowler also described other features of the convention.

The evening was given over to the annual theater party. Instead of attending a local theater, the interesting innovation of a private vaudeville performance in the hotel was presented by the committee. It proved to be a complete

success and met with the unqualified approval of the members and their guests. All of the six acts were excellent but probably the one which attracted the most attention and interest was the mind reading act of Dunninger whose feats in calling names, addresses, telephone numbers, and finally in adding a series of numbers known to four different individuals in the audience brought prolonged applause.

Following the performance, the party adjourned to the Renaissance Room where a buffet supper had been provided. There dancing was enjoyed until an early hour the following morning to the strains of the Seaside Serenders.

After luncheon on the following day, most of the members took busses to the Northfield Country Club where the qualifying rounds of the golf tournament were played. Despite the high wind, some excellent scores, and some not quite so excellent were made by the players. The ladies' putting contest was also run off at the Club during the afternoon. Those not interested in golf found tennis on the excellent courts at the Ambassador an attraction, while many of the members enjoyed trap shooting at Westy Hogan's. Here also the wind did not prevent some excellent scoring. The tennis tournament was won by Gilbert Miles, son of F. J. M. Miles.

In the evening, the Ambassador indoor pool was the scene of an exhibition by the Ambassador Mermaid Swimming Club. In addition to races and demonstrations of the various styles, an excellent exhibition of fancy diving and a well contested water polo game featured the evening.

The finals of the golf tournament were played on the final afternoon of the convention and with better weather conditions, for golfing enthusiasts reported with even better scores than on the preceding day.

The evening was given over to the annual banquet, the menu for which was printed as a novelty on solid sheets of silver. Following the excellent repast provided by the Ambassador management, President C. M. Baker rapped for order. Mr. Baker told of his appreciation of the fact that the convention had again honored him with election to the presidency and then introduced Prof. Curt P. Wimmer, of the College of Pharmacy, Columbia University, who delivered a brief but very effective address on "Nature's Hints on Cosmetics." Prof. Wimmer's address is printed in full on page 144 of this issue.

Mr. Baker then called upon William H. Green, chairman of the golf committee, to present the prizes for the golf and trapshooting contests. Mr. Green appropriately introduced each of the winners and presented the very attractive prizes, a list of which follows, together with the names of the winners:

Low gross for the field 36 holes, A. F. Kammer, Silver flask.

Low gross for the field 1st 18 holes, F. W. Mahr, Silver putter.

Low gross for the field, 2nd 18 holes, Sewell Corkran, Golf bag.

Low net for the field, 36 holes, L. T. Sheffield, Silver pitcher.

Low net for the field, 1st 18 holes, H. B. Reinhardt, Golf bag.

Low net for the field, 2nd 18 holes, C. P. Cook, Golf bag.

Low net for active members, 36 holes, W. G. Mennen, Cane.

Low net for active members, 1st 18 holes, Wm. Krone, Cigarette Box.

Low net for active members, 2nd 18 holes, W. L. Schultz, Cigarette box.

Low net for associate members, 36 holes, A. F. Brady, Tea Set.

Low net for associate members, 1st 18 holes, W. A. Bush, Traveling set.  
 Low net for associate members, 2nd 18 holes, Wm. E. Swindell, Traveling bag.  
 "Kickers" handicap, 1st 18 holes, H. A. Coppins, Cigarette Box.  
 "Kickers" handicap, 2nd 18 holes, F. J. Hailer, Cigarette box.  
 Low gross 36 holes, active members, A. D. Handerson, Flask.  
 Second prize, Gilbert Colgate, Cane.  
 Ladies putting contest, First prize, Mrs. W. G. Mennen, Vase.  
 Second Prize, Mrs. A. D. Armstrong.

The consolation prize for golf, which Mr. Green described as a tribute to the honesty of the many who could play two rounds, and count every stroke and to the courage of the man who could at the end of those two rounds turn in his card was won (?) by Fred L. Butz. In accepting this prize Mr. Butz said his only regret was that Mrs. Butz could not be present to see him get it.

The first prize for trapshooting was won by Paul Hyatt and the second prize by E. S. Hagerthey.

After the awarding of the prizes, President Baker asked the members of the Convention Committee to rise: A. E. Bomeisler, S. H. Clark, S. H. Corkran, H. S. Fisher, W. H. Green, E. S. Hagerthey, F. S. Hyatt, Herbert Schiel, D. M. Smith, A. H. Selling, P. Schulze-Berge, Jr., L. J. Zollinger, Irving Bennett and Louis Spencer Levy, Chairman. Each was greeted by a round of applause, which was redoubled when Mr. Baker announced that Mr. Levy had consented to act as chairman for the 1928 convention.

In a few well-chosen words, Mr. Baker thanked these members of the committee for their excellent work in making the convention a success.

During the dinner handsome souvenirs in the form of Douglass lighters for the men and perfume burners for the ladies were distributed.

Following the banquet dancing to music furnished by the Seaside Serenders brought the Thirty-third Annual Convention to a close.

The following firms have contributed for the golf prizes: Hazel-Atlas Glass Co. (Alfred F. Brady), F. N. Burt Co., Brass Goods Mfg. Co., Florasynth Laboratories, Carr-Lowrey Glass Co., Illinois Glass Co., Fritzsche Brothers, W. F. Robertson Steel & Iron Co., August Giese & Son, Rossville Co., George Lueders & Co., Tin Decorating Co., Morana Incorporated, Addison Lithographing Co., Swindell Brothers, W. J. Bush & Co., Inc., Carl Kiefer Machine Co., American Can Co., George Silver Import Co., Heine & Co.

Other acknowledgements: Wyko Projector Co., for engraving used on the cover of one of the announcements; Scovill Mfg. Co., lighters; Keller-Dorian Paper Co., cigarettes; Foxon Co., candy.

## Present at the Convention

### Active Members

American Products Co. .... Cincinnati, O.  
 E. J. Mills  
 Armand Co. .... Des Moines, Iowa  
 Wm. H. Wiseman  
 A. P. Babcock Co. .... New York City  
 H. Henry Bertram

Blasco-Parfumeur. .... Brooklyn, N. Y.  
 G. J. Block, Sr., G. J. Block, Jr.  
 E. W. Bliss Co. .... Brooklyn, N. Y.  
 J. C. Deming  
 California Perfume Co. .... New York City  
 A. D. Henderson, W. Van Alan Clark  
 Cheramy, Inc. .... New York City  
 F. J. M. Miles  
 Citizens' Wholesale Supply Co. .... Columbus, Ohio  
 S. J. Schwarzwaldner  
 Colgate & Co. .... Jersey City, N. J.  
 Gilbert Colgate, Henry A. Colgate, M. Trowbridge  
 Ferdinand T. Hopkins & Sons. .... New York City  
 Ferd. T. Hopkins  
 Richard Hudnut. .... New York City  
 G. A. Pfeiffer, C. Leonard Pfeiffer, Henry G. Dusenbury,  
 C. A. Penneck  
 The Andrew Jergens Co. .... Cincinnati, O.  
 F. C. Adams  
 Jolie, Inc. .... New York City  
 L. P. Sturtridge  
 Kiefer-Stewart Co. .... Indianapolis, Ind.  
 Bert O'Leary  
 Kolynos Co. .... New Haven, Conn.  
 T. E. Caruso  
 Larkin Co., Inc. .... Buffalo, N. Y.  
 John A. Handy  
 Lightfoot Schultz Co. .... Hoboken, N. J.  
 W. L. Schultz  
 Luxor Ltd. .... Chicago, Ill.  
 A. S. Shoninger  
 The Mennen Co. .... Newark, N. J.  
 W. G. Mennen  
 T. Noonan & Sons Co. .... Boston, Mass.  
 Frank M. Noonan  
 Oxzyn Co. .... New York City  
 Richard LaBarre, A. H. Bergmann  
 Pond's Extract Co. .... New York City  
 C. M. Baker  
 The Remiller Co. .... New York City  
 H. C. Rendler  
 Abner Royce Co. .... Cleveland, Ohio  
 Charles Zeller  
 Smith, Kline & French Co. .... Philadelphia, Pa.  
 Miss E. Meharry  
 Solar Laboratories, Inc. .... New York City  
 A. Hirschbein, S. B. Kaiden  
 Adolph Spiehler, Inc. .... Rochester, N. Y.  
 A. M. Spiehler  
 Frederick Stearns & Co. .... Detroit, Mich.  
 Frederick Christ  
 United Drug Co. .... Boston, Mass.  
 Frank N. Langlois  
 Northam Warren Corp. .... New York City  
 Northam Warren, L. W. Halk  
 J. B. Williams Co. .... Glastonbury, Conn.  
 E. B. Hurlburt

### Associate Members

Addison Lithographing Co. .... Rochester, N. Y.  
 W. H. Green  
 American Can Co. .... New York City  
 Edmund Hoffman, Sr., Edmund Hoffman, Jr., Harvey Colcord, G. F. Miller  
 Aluminum Co. of America. .... New York City  
 D. M. Tilson



- Baxter Paper Box Co. .... Brunswick, Me.  
 L. H. Brodrick  
 Davis & Orem, Inc. .... New York City  
 William Orem  
 David Berg Industrial Alcohol Co. .... Philadelphia, Pa.  
 Albert H. Selling  
 Bond Mfg. Corporation .... Wilmington, Del.  
 Charles A. Tome, L. H. Brodrick  
 Brass Goods Mfg. Co. .... Brooklyn, N. Y.  
 F. S. Hyatt, Paul W. Hyatt, Percy Brown  
 O. A. Brown Co., Inc. .... New York City  
 O. A. Brown  
 Wm. Buedingen & Son .... Rochester, N. Y.  
 S. H. Corkran  
 F. N. Burt Co., Ltd. .... Buffalo, N. Y.  
 Mary R. Cass, William A. Cass, Herbert Boscowitz, H. C.  
 Coppins  
 W. J. Bush & Co., Inc. .... New York City  
 R. R. Webb, R. S. Swinton  
 Capes Viscose, Inc. .... New York City  
 H. S. Fisher, L. F. Salley  
 Carr Lowrey Glass Co. .... Baltimore, Md.  
 W. R. Leach, A. F. Kammer, A. C. Burgund, C. G. Hil-  
 genberg  
 Antoine Chiris Co. .... New York City  
 Louis Rapin, Irving Bennett  
 Dodge & Olcott Co. .... New York City  
 R. W. Bush, C. H. Campbell, Chas. T. Simpson, C. O.  
 Homan  
 P. R. Dreyer .... New York City  
 P. R. Dreyer  
 Du-Frank Corp. .... Brooklyn, N. Y.  
 Benj. L. Duberstein  
 Compagnie Duval .... New York City  
 F. W. Heine, John Kiehl  
 Federal Products Co. .... Cincinnati, Ohio  
 Herbert Schiel  
 Florasynth Laboratories, Inc. .... New York City  
 Chas. L. Senior  
 Foxon Co. .... Providence, R. I.  
 R. E. Chumasero  
 Fritzsche Brothers, Inc. .... New York City  
 A. D. Armstrong, C. F. Booth, Wm. F. Kiefer  
 August Giese & Son .... New York City  
 Otto E. Giese  
 Givaudan-Delawanna, Inc. .... New York City  
 W. A. Bush, M. Lemmermeyer  
 Hagerty Brothers, Inc. .... New York City  
 Chas. E. Kelly  
 Hazel-Atlas Glass Co. .... Wheeling, W. Va.  
 A. F. Brady, J. H. Majesky, E. I. Bugg, R. B. Reinhart  
 Heine & Co. .... New York City  
 P. Schulze-Berge, Jr., H. W. Ferguson, A. L. Ritch, Ches-  
 ter Tompkins  
 Illinois Glass Co. .... Alton, Ill.  
 J. A. Hodge, J. W. Colbert, Harold Roeschenstein  
 Imperial Metal Mfg. Corporation ... Long Island City, N. Y.  
 Carl E. Bomeisler, A. E. Bomeisler  
 Innis, Speiden & Co. .... New York City  
 Geo. B. Laing  
 C. E. Ising Corporation .... Flushing, N. Y.  
 Chas. E. Ising  
 Karl Kiefer Machine Co. .... Cincinnati, Ohio  
 E. E. Finch  
 Richard M. Krause .... New York City  
 Richard M. Krause  
 E. M. Laning Co., Inc. .... New York City  
 E. M. Laning  
 Lautier Fils .... New York City  
 C. Bourguet  
 Pierre Lemoine, Inc. .... New York City  
 C. R. Meltor  
 Lorscheider-Schang Co., Inc. .... New York City  
 Frederick Schang, Everett W. King  
 Geo. Lueders & Co. .... New York City  
 E. V. Killeen, Harry W. Heister  
 Magnus, Mabée & Reynard, Inc. .... New York City  
 J. Baird Magnus  
 Metal Package Corporation .... New York City  
 A. E. Bruns, E. M. Kaylor, E. J. Hailer  
 Morana Incorporated. .... New York City  
 W. H. Rowse, Wm. Croen, Arthur G. Fox, E. Stange  
 (Toronto)  
 New England Collapsible Tube Co. .... New London, Conn.  
 L. T. Sheffield, W. K. Sheffield, A. G. Spilker  
 Norda Essential Oil & Chemical Co. .... New York City  
 H. J. Kohl  
 Orbis Products Trading Co. .... New York City  
 C. H. Alker, C. J. A. Fitzsimmons  
 Owens Bottle Co. .... Toledo, Ohio  
 D. C. Appelgate, James Morrison  
 Compagnie Parento, Inc. .... Croton-on-Hudson, N. Y.  
 Addington Doolittle  
 Passaic Metal Ware Co. .... Passaic, N. J.  
 I. W. England, N. P. Courtney, E. C. Ward, Chas. C.  
 Morrison  
 Peerless Tube Co. .... Bloomfield, N. J.  
 Geo. H. Neidlinger  
 Perfumers' & Jewelers' Box Co. .... New York City  
 Ernest Sondhelm, Oscar Sondhelm  
 Rhodia Chemical Co. .... New York City  
 Chas. F. Kelly  
 Phoenix-Hermetic Co. .... Chicago, Ill.  
 Herbert L. Lonsdale  
 W. C. Ritchie & Co. .... New York City  
 L. H. Brodrick  
 W. F. Robertson Steel & Iron Co. .... Springfield, Ohio  
 William R. Janney  
 Rossville Co. .... Lawrenceburg, Ind.  
 C. Randall Hammond, P. M. Broderick  
 E. N. Rowell Co. .... Batavia, N. Y.  
 Thomas Moore  
 Geo. Schmitt & Co., Inc. .... Brooklyn, N. Y.  
 W. H. Gunther  
 Scovill Mfg. Co. .... Waterbury, Conn.  
 E. S. Sanderson, L. R. Root, C. P. Cook, R. L. McKnight,  
 W. E. Twining, G. G. Grant  
 Geo. Silver Import Co. .... New York City  
 Geo. Silver, L. J. Zollinger, A. E. Smith  
 Sun Tube Corporation .... Hillside, N. J.  
 Frank J. Lynch, D. M. Smith  
 Swindell Brothers .... Baltimore, Md.  
 W. E. Swindell, H. O. Brawner, W. C. Young  
 Synfleur Scientific Laboratories, Inc. .... Monticello, N. Y.  
 Mrs. M. Upshur von Isakovics, Luis de Hoyos, Alois von  
 Isakovics  
 Tin Decorating Co. .... Baltimore, Md.  
 Jules Smucker, Wm. H. Green

(Continued on Page 177)

# Next Congress to Get a Cosmetics Bill

*Senator Copeland to Sponsor Measure—French Perfume  
Bottle Importers Facing Tariff Complaint  
Delegates Off to Geneva Parley*

WASHINGTON, May 15.—While state legislation to regulate the sale of cosmetics is making slow progress it is expected that federal legislation with this end in view will be proposed in the new Congress next December. According to a report which reached Washington recently, Senator Royal S. Copeland, New York Democrat, will present a bill at the next session to prohibit the shipment in interstate commerce of toilet preparations containing lead, mercury or other ingredients alleged to be poisonous.

It is understood that Senator Copeland was prevailed upon to champion the cause of federal cosmetics legislation by Charles F. Pabst, dermatologist at the Greepoint Hospital, Brooklyn. The proposal is in line with the previous activities of Dr. Copeland. He is a member of the Senate Commerce Committee to which his bill would be referred for consideration when introduced.

Senator Copeland has mixed his profession of physician with politics very successfully. He is a native of Michigan but came to New York in 1908, served as dean of the Flower Hospital Medical College for ten years and then entered upon his public career as Health Commissioner of New York City under Mayor Hylan. His term in the Senate expires March 3, 1929.

## **Wants Duty Increased on French Bottles**

The importation of foreign bottles by French perfume manufacturers who after the passage of the Tariff Act of 1922, moved their plants to this country, was cited by James Maloney, president of the Glass Bottle Blowers Association, in support of a plea presented to President Coolidge April 30, that he direct the Tariff Commission to complete its investigation looking towards an increase in tariff duties. Mr. Maloney represented that French competition threatens the existence of an industry, already weakened by the introductions of automatic machinery, which is now devoted to the making of ornamental and decorative bottles and other receptacles, principally high-grade perfume and toilet water bottles.

One plant has been forced out of business during the past year and four other plants will meet the same fate unless relief is afforded by an increase in tariff protection, according to Mr. Maloney. The association filed an application with the Tariff Commission in the latter part of 1925. The preliminary work on this inquiry has been done but there remain to be ascertained the production costs of the four plants in this country and two competing factories in France, located in Nancy and Paris.

The domestic factories are prepared to furnish their costs to the Commission and Mr. Maloney argued that the expense of obtaining the foreign costs would be small as the work could be handled by an investigator from the Brussels office of the Commission. Mr. Maloney said that the association had besought the Tariff Commission to complete the investigation and had been informed that due to the failure of Congress to pass the urgent deficiency bill last March, the

Commission's funds for its operation until July 1, when the regular fiscal appropriation becomes available, are so limited that it has been obliged to restrict its activities to cases upon which either Congress or the President have specifically requested action or precedence.

"For this reason, we have called to ask your assistance," said the statement addressed to Mr. Coolidge by Mr. Maloney. "We wish to request you to direct the Tariff Commission to complete at once the investigation of our case and transmit its findings to you for consideration and action."

"If there were any other means of relief—if we could wait longer, we would not trouble you. But our situation is desperate. Our industry is even now being destroyed by a devastating foreign competition. Action by the Commission should not require more than several weeks' time, the employment of no extra assistance, and would involve no outlays of money beyond what it is now expending on its staff."

## **Defending American Chemical Industry**

The American delegation arrived at the International Economic Conference which convened at Geneva May 4 prepared to hold the tariff defenses of the domestic chemical industry against the German attack. The American delegation, which is headed by Henry M. Robinson, of Los Angeles, prepared a statement of its position en route, following a meeting in New York April 26 under the auspices of the Commerce Department's chemical advisory committee at which representatives of the trade agreed that the domestic industry would have nothing to gain and everything to lose under a system of international free trade, such as proposed by the German manufacturers in a memorandum filed with the preparatory committee of the international conference, to which the chemical industries of Great Britain and France already had drafted replies.

Among the experts who were appointed to accompany the American delegation to Geneva are Dr. Arthur N. Young, economic adviser of the State Department; E. W. Camp, Commissioner of Customs; Louis Domeratsky, chief of the Division of Regional Information, Bureau of Foreign & Domestic Commerce; Henry Chalmers, chief of the Tariff Division of that Bureau; and Dr. Percy Bidwell, a European representative of the U. S. Tariff Commission. This group combines the best brains in the country on tariff problems.

## **Camp Appointed Customs Commissioner**

Ernest W. Camp was appointed Commissioner of Customs prior to his departure for Geneva as an adviser to the American delegation to the International Economic Conference which convened May 4. Under the law creating a Bureau of Customs in the Treasury Department, effective April 1, Mr. Camp was first appointed Assistant Commissioner by Secretary of the Treasury Mellon and served as Acting Commissioner until he received his portfolio as commissioner.

The appointment of H. G. Van Doren and J. D. Nevins as deputy commissioners was confirmed.

# Exact Nature of French Competition

*Actually It Is Not So Much a Question of Quality  
As of the Consumer's Mental Attitude*

*by Leroy Fairman*

The symposium on the subject of French competition in the cosmetics and perfumery business, printed in THE AMERICAN PERFUMER in April, is most interesting. As an impartial observer, not without a certain amount of experience in the matters discussed, I am inclined to disagree with some of the conclusions reached by those who contributed to the symposium, and desire also to point out some factors in the problem which none of them touched upon.

I am, however, in full accord with one suggestion that the symposium elicited, and that is the folly and futility of imitations of French goods, and of the practice of marketing American products under French disguises. Such practices strengthen the hands of foreign competition. They confirm, in the public mind, the already too prevalent belief in French superiority. For the sake of a little immediate profit, they make it increasingly difficult for the industry as a whole to throw off the yoke of foreign domination. They store up future trouble for those who are not honest enough, and courageous enough, to sell their goods on their own intrinsic merits.

## Where Paris Has an Advantage

Paris is the first and final authority on the subject of feminine apparel. All the fashion centers of the world look to Paris for styles, and the remotest towns and villages in America acknowledge their authority. As cosmetics and perfumes are accessories to the adornment and beautification of women, it is easy to see how the French first established themselves as authorities in their preparation, and gained world wide ascendancy in the field. But there is no good reason why they should be allowed permanently to retain that ascendancy.

In the early days of our country, practically every type of merchandise we used was governed by foreign influence. Little by little, in practically every department and phase of our life, we originated and created distinctively American methods and American styles. American architecture, although sometimes based upon historical schools, is unmistakably American. American clothing for men long ago freed itself from English domination. Our homes are filled with furniture and decorations, which, whatever their derivation may be, are purely American. The foods we eat, and the manner of their preparation, are American. The domination of the French chef, the menus printed in French, have almost entirely disappeared. Why should toiletries be an exception to a rule which we have been insistent in establishing, and are proud to maintain?

It is interesting to note that several of the persons quoted in the symposium in question stated that the quality of French perfumes is superior to that of American perfumes. Now, the only quality which affects the sale of perfumes is odor. Therefore the problem is simply one of public acceptance, or non-acceptance, of odors. Then the question arises. What public? There are in this country a considerable number of sophisticated and cultured women, and women who have lived or traveled abroad, who appreciate the

exotic characteristics and delicate subtleties which they find, or believe they find, in French perfumes. But for every woman of this kind there are a thousand who have no such standards of value, and who buy cosmetics and perfumes because they like them; because they have been recommended by friends; because they have seen them attractively advertised, or because they believe that in so doing they follow a style which has been set by women of fashion and prominence whom they desire to imitate.

## Quality a Matter of Taste

Thus we see that in a great majority of cases the question of quality is merely a matter of the taste of the consumer; or the consumer's conception of what kinds or brands bear the seal of fashionable approval; or the volume and potency of the good will and reputation which the individual manufacture creates through advertising and through the extent to which his goods measure up to public requirements. These quality factors, it is plain, have nothing to do with definitions of the word "quality" which might be put forth by the chemist or the technician.

The conclusion is therefore inescapable that, as applied to the odors of cosmetics and perfumes, the word "quality" means nothing except a mental attitude on the part of the public. It is doubtless safe to say that for every bottle of French perfume which is bought because of the purchaser's actual esthetic appreciation of its odor, a thousand are bought for reasons entirely apart from such appreciation.

## Must Change Mental Attitudes

How, then, can French competition be overcome? If I am correct in saying that it is almost entirely a matter of the mental attitude of consumers, then it is plain that this mental attitude can only be overcome by substituting another mental attitude in place of it. There is no way of eliminating from the public mind the idea of the superior merits of French perfumes, except by substituting for that idea a belief in the equal merits of similar products made in America.

This cannot be done by scheming, or conferring, or whispering, or wishing. It can be only done by straight thinking, hard work—and advertising.

Some of those whose opinions are given in the symposium state that much of the preference enjoyed by the French manufacturers of toiletries is due to the superior attractiveness of their packages. There may be something in that, but it is doubtful if there is very much. One of the most popular lines of French toiletries sold in America is put up in containers which violate about every accepted principle of form and proportion, and which are dressed in colors which offend the eye of cultivation, or natural artistic sensibility. Others are not much better; some, it must be admitted, are beautiful—but these are in the minority of popular brands.

When it comes to feminine apparel, the French have a keen eye for grace of line and beauty of color; but in some directions their taste is nothing to boast of. They do

achieve many handsome and artistic containers, and many which are fanciful and "amusing"; but as a rule they are not especially good. There is nothing about this phase of French competition to worry about.

We have in this country many manufacturers of bottles, boxes, labels, etc., who are without doubt thoroughly educated in the laws of optics, in the principles of form and proportion, and in the proper use of materials and colors. Given a free hand, it is without doubt true that they could produce containers and labels of all sorts without equal anywhere in the world. But are they given a free hand? It would be interesting to stand them up in line and ask them how often a manufacturer permits them to use their own taste and judgment, and accepts the result without change or question.

It is sad but true that a majority of the perfume and cosmetics packages now in use in America are either lamentable legacies from the U. S. Grant period of artistry, or are designed to conform with the ideas and precise instructions of presidents, vice-presidents, boards of directors, business managers, and so on down the line to shipping clerks. There is a lure about the package and the label which seems irresistible to those who know nothing about them. Everybody on the premises itches to have something to say about them. "What I like, personally," is the only rule, the only criterion. As a result, on every druggist's shelves there are scores of cosmetic packages which look as if they were intended for sardines or shoe polish. And if you want to bring the manufacturer responsible for one of these atrocities roaring out of his den with his war club in his hands, just insinuate that his package is not an exquisite creation of ineffable charm!

What the packing of American toiletries needs is not a higher type of skill in designing, or a finer artistic sense in execution, but a policy among manufacturers which will leave such matters entirely in the hands of those who are skilled and experienced in the art of handling them.

Knowing how to produce beautiful packages is a question of artistic sense, properly trained; knowing how to produce beautiful packages which will appeal especially to American women is a question of study and experience in meeting their tastes and requirements. It is not to be expected that these qualities, and this training and experience, are to be found in the offices of manufacturers. The sooner all manufacturers producing goods used for esthetic ends realize this fact, the better it will be for them and the industries in which they are engaged.

The question of appropriate and attractive advertising is also touched upon by some of those who contributed to the symposium.

Now the fact is that the French are far from being adept in the production of attractive or convincing advertising. Some of their poster work, pictorially considered, is notably fine; but in magazine and newspaper design and illustration they are still in their infancy, and what we call "selling copy" is almost entirely an undiscovered country.

The French have not yet developed the advertising sense. They are far behind the Germans, and immeasurably far behind the Americans. They do not understand how to put both beauty and selling punch into typography; their illustrations—with the exception of posters and cartoons—are weak and ineffective. I know of no advertising of French perfumes which in any manner reflects the quality of the advertised products—except the advertising which was made

in America! The only productive advertising which French perfumes and cosmetics have had in this country was not French advertising, but the ingenious and highly interesting interpretations of French atmosphere which American artists, copy writers and typographers know so well how to produce.

Whether or not American manufacturers have offered to the sophisticated and internationally cultured classes perfumes and cosmetics which embody the qualities they have learned to prefer I cannot say. If they have not done so I do not doubt but that they can, and no doubt they should. But this, as has been said before, is but a small fraction of the American market.

#### Must Revise Their Convictions

In this country there are millions of women who have no settled convictions as to the superiority of French toiletries. They could give no sound reasons for preferring them. They follow the leadership of fashion, and they have gained an indefinite idea that it is the correct and proper thing to use French cosmetics and perfumes. They will continue to use them until their mental attitude is changed. They need to be convinced that American products are the equal of those of foreign origin, and that they are equally correct and equally fashionable.

It should be plain enough that this situation is one which cannot be met with high pressure selling methods, by loading up the dealers with stocks of goods for which there is not an adequate consumer demand. It must be met by packages worthy of the goods they contain as well as by goods which measure up to the real needs and desires of the public. And it must be met by advertising.

There is a far greater need for more advertising than for better advertising. The only way to convince the American public that it should buy American toiletries in preference to French is to "keep everlasting at it" through the columns of the magazines and periodicals which are read by American women.

In this way it is surely possible to prove to the consumer that the idea of French superiority is an exploded and outworn idea. It is a big job, of course. But it will have to be done some time, and the longer it is put off the more difficult and expensive it will become.

#### London Street Traders Cut Druggists' Prices

(Special Correspondence)

LONDON, May 15.—The retail druggists of London are at present fighting street hawkers who cut the prices of such things as soap, face cream, perfume and other toilet preparations. Although the druggists are so powerfully organized among themselves that they can cut off the entire supplies of any store which attempts to cut prices, they find these street sellers much harder to control.

"The agents from whom the street sellers get their goods," said an official of the Proprietary Articles Trades Association in an interview, "are extremely cunning. They sometimes motor long distances to get supplies from unsuspecting retailers at wholesale prices. They forge the name of some reputable firm, and then present an order under that name to the wholesalers. They pay for the goods on the spot and then disappear.

"It is very hard to combat this type of trick. We do a good deal of detective work in tracking the agents down and shutting off their sources of supply, but it is a difficult business."



# The Evaluation of Raw Materials

*Paper Presented to American Manufacturers of Toilet Articles*

*by A. D. Armstrong, of Fritzsche Brothers, Inc.*

*New York, Atlantic City, May, 1927*

It has been customary at some of your conventions to have presented a report on the crops, prices and general conditions pertaining to the more common Essential Oils and Perfumers' Materials. This year your committee seemed to want something more intimate; there was evident a desire for something unusual, even surprising. But after many years in this field listening to what buyers and consumers have to say about the essential oil industry, I have come to the belief that there is nothing left to be said about it which can possibly surprise any of you.

If there may seem to be evident a slight vein of pessimism throughout this paper, please remember that it deals only with one little phase of an honorable and respected industry—volumes would be required to recount the good that may be said about it. In this connection you are reminded that an Association of Essential Oil Dealers and Importers has been formed which will endeavor to function for the protection of its industry and in time perhaps rival the valuable constructive efforts of your own association.

No attempt has been made in this paper to treat the subject at issue in a scientific way. It is entirely empirical and is based upon quite some years of experience as perfumer, salesman of raw materials and of executive work with an importing and manufacturing essential oil firm, all prefaced by chemical training. Many of the points of view which I later made my own came from perfumers and manufacturers throughout the country whom it has been my good fortune to know and with whom these matters have often been freely discussed.

Contact with such varied phases of the business is probably responsible for my belief that it offers one of the most fascinating of all vocations. Labor in its field is never monotonous; every item is intensely individual and a certain glamour attends reflection on the far away corners of the earth from whence so many of its raw materials are derived.

Essential oils are as mysterious to the layman as anything of organic development on this earth. Their creation during the life processes of the plant seem to me as miraculous as any of the miracles chronicled in the Bible, but the marvel of their creation is largely obscured because of our daily contact with them. Consider the growth of any perfume plant, as, for instance, the lilac. For this purpose let us assume it to be propagated from seed, but the analogy will be the same whether from seed or root. This little seed, tiny, almost invisible, takes from the soil, the sunlight, the moisture, and the gases of the atmosphere that which it needs in order to push upward into a thrifty bush, putting forth leaves heavily colored with chlorophyll, and later bursting forth in bloom with clusters of beautifully colored blossoms, from which there emanates a perfume which is one of Nature's loveliest gifts. Man may have synthesized a few essential oils in fair approximation of Nature, yet with all the facilities that his almost limitless wealth can command, his ingenious laboratories, and thousands of chemicals, he has not been able to produce what this little seed

has brought forth from those simple and most elemental raw materials—soil, sunlight, moisture and air.

These four factors influence plant growth. As they vary in what we know as different climates, different countries, different altitudes, etc., so vary the plants and their oil content. Lavender oil produced in England differs from that of France; lavender oils even from different sections of France vary from one another. Orange oils from Italy, Spain, the West Indies and California all differ somewhat in their characteristics. Peppermint oils from different sections of the United States manifest different properties, and it is said that the *Mentha Arvensis*, the plant from which Japanese peppermint oil is derived, cultivated in this country for successive plant generations, yields an oil which comes more and more closely to resemble our native peppermint.

These few illustrations show that the same kind of oils may differ within certain limits and yet be pure. The Pharmacopeias of the various countries and such authorities as Gildemeister and Hoffman in "The Volatile Oils," and E. J. Parry in "The Chemistry of Essential Oils" have made allowance for these variations by describing maximum and minimum limits for the physical and chemical properties. These limits are intended to serve as a measuring stick for discrimination between the acceptable and the unacceptable—the pure and the impure.

Standards of this kind are of great value to the buyer and the user of oils, aromatic chemicals, etc. If the sample does not agree with the standards, the matter should be looked into; perhaps the parcel should be refused although there are cases where an oil is pure even though its properties are abnormal, generally because of unusual crop or growing conditions. In such cases, that oil should be labeled to indicate its abnormality. All essential oil chemists apply the tests for property determination to every parcel of oil received; it reveals much and is absolutely necessary in the proper evaluation of the raw material included within the scope of this paper. If the sample lies within the usual limits, even then the evaluation is by no means complete; and further tests must follow to which we shall refer later on.

Perhaps the question occurs to you as to why the perfumer should bother with such tests. When each source of supply claims its product to be the best and labels it in accord with accepted standards, why should you assume that some may be more or less reliable than others? Why pay more or less for one than for another? Is not lemon oil always lemon oil? Unfortunately, no! Sometimes it is not lemon oil; it is *lemon oil and something else*.

The records of analyses constantly being made in our laboratories and also, I have no doubt, in the laboratories of all the other importing essential oil dealers disclose all-too-frequent instances wherein the best known essential oils comply with the standard tests and yet upon further examination after some slight matter may have aroused

suspicion, as for instance, a trace of foreign odor, we find surprising things. The very fact that there are published standards makes it the more easy to circumvent the purpose of the makers of these standards, which was to aid in the production and distribution of a pure product.

How can grossly adulterated oils continue regularly to pass through our Customs, or is sophistication purely a local monopoly? Not the latter certainly. Remember that in most cases these oils seem to be genuine—they conform to standard tests. The capacity of the governmental machinery handling these matters is limited—everything cannot be done at once. Its chemists are fully occupied with foods and drugs—naturally perfume material is not of such great concern except for revenue purposes. It is physically impossible for them to test exhaustively the hundreds of different oils continually entering our ports in immense quantities. Such examination must be left to private interests.

Perhaps you will be interested in mention of a very few of the many cases found during the past few weeks. We shall not dwell upon the admixture of high-grade spike lavender oil to lavender flower oil. The facts are sufficiently well known and we may also pass over without comment the statement frequently heard that the better grades of spike lavender do not reach the consumer as such, but go directly from the point of origin to countries where lavender flower oil is produced. Analysis does not help much in recognizing such an admixture. This is a case where the sense of smell must serve.

We recently examined two lavender flower oils sold at different prices although probably from the same source. These oils were sweet, of full-bodied odor and apparently of good quality but our laboratory found both to contain different amounts of oenanthic ether—the first time we had encountered this product in lavender flower oil. The ether has a strong odor and therefore the lavender flower oil with which it is mixed loses nothing in strength and it is surprising how nicely oenanthic ether blends with the lavender note. One of the most difficult things to detect in this oil is admixture of fractions from South American petitgrain. At its present low price petitgrain is a valuable and prolific source of fractions which are natural constituents of many oils. The detection of such fractions depends almost entirely on odor, which is possible in some cases as they carry with them some of the petitgrain note. Steam distilled pine oil is another widely used adulterant for lavender oils and for many other among the cheaper essential oils. It costs only about 65 cents per gallon but a little training will make it possible to detect more than nominal quantities because of its sweet and slightly sickish odor. The present low cost of linaloe oil has apparently brought this article into prominence for admixture with lavender flower oil with intent to reduce the cost of the latter, without causing any marked sacrifice of strength.

Quite a furor was created during the past year when it was discovered by accident that bergamot oil was arriving from abroad containing in some instances as much as 35 per cent inert esters of higher fatty acids. How long this had been going on is unknown, but, at any rate, the Department of Agriculture is now on the lookout and is testing every shipment of this oil arriving here. Some of the later shipments seem to be pretty free of this ester but we find evidence that terpinyl acetate is again finding use for admixture and our old friend, oil of petitgrain, has also been drawn on for its available fractions. One

of the most common methods of reducing the cost of bergamot oil is by admixing oil of sweet orange. If you want to try an experiment, add 10 per cent to good bergamot oil and send it to any chemist you choose, asking him especially to see if he can prove the presence of orange oil. We venture to say he will not be able to do it.

A sample of cardamon oil complied with the standards but a blotting strip saturated with the tested oil after some days showed a decided odor of sandalwood—the cardamon had completely disappeared. By making up test mixtures we found that about 15 per cent of sandalwood oil gave us a very similar effect. In this instance, the usual adulterants of cardamon, namely, terpinyl acetate, terpineol, nutmeg, etc., were not found.

A so-called oil of orris recently examined apparently contained about 40 per cent of cedarwood oil. A natural tincture of Tonquin Musk leaned heavily towards civet and by making a mixture consisting of 30 per cent of tincture of civet and 70 per cent of tincture of Tonquin Musk, we obtained an almost identical effect.

These instances were chosen at random; many others can be supplied from our records.

Such matters are rarely discussed in public; they are generally reserved for private conversation. It is said to be dangerous to make such information public, but with this I do not agree. It is in the backyards, in the dark places that weeds grow the most luxuriantly and in the greatest profusion. The light of the sun and of publicity directed upon these dark spots can scarcely fail to help eliminate both weeds and the conditions referred to.

If the conditions we have briefly touched upon exist in connection with those common essential oils about which volumes have been written and for which there are definite standards, what conditions do you think prevail in connection with that great number of distilled and extracted oils used by the perfumer which are not common and for which but few, if any, authoritative tests exist.

There is no desire or intention to create an impression that these adulterations necessarily originated here. We know and other essential oil firms know that in many cases the contrary is true. We believe it is the honest endeavor of the essential oil dealer and importer in this country to obtain for you the best material he can get, in accordance with your requirements and the limits of your cost. Don't blame your dealer for these conditions. Have you ever told him you would pay no more than \$2.50 per pound for a certain product, or that you could get an equally good article elsewhere for \$2.50 per pound? Is it your custom to write six or seven firms for prices and give the order to the lowest, without getting samples? Have you asked for samples and a month later when the salesman called, did he find his sample unopened on your desk? If you did receive and open the samples, did you merely put them on a blotting strip and award the order a half hour later? If you have done these things, what must the effect be on your dealer? If he goes back to his source of supply and asks for a product which will permit him to meet your cost level and show him a profit, which he cannot make at your price level, as he passes this request somewhere back along the line there will be found a spot where nature and science unite and the result can be sold at your price level with a profit to all concerned, and in many cases you will be none the wiser. It is soon learned what buyers attempt to evaluate their raw material, which ones co-relate price and quality, and

is it strange that the buyers should receive treatment accordingly so long as we all continue to behave like human beings?

It is the perfumer's business to manufacture and merchandise finished perfumery articles. Time and effort expended in guarding the quality of his raw material, by just so much robs his legitimate objective, but can there be any question but that it is better to devote some time and effort to the raw material rather than to subject himself to possible greater losses through the inclusion in his finished product, of materials which do not appear in the formulae. If he is unwilling or unable to take the necessary precautions by carefully evaluating his raw material, then let him purchase what is generally acknowledged as the best, without quibbling about price. The difference in price is nothing more nor less than insurance. The merchant can give only so much for the price he gets. The adulterator does not flourish on the more meager returns realized by an honest source of supply; he takes a greater risk and must realize a commensurately greater profit.

Adulteration does not generally have to be reckoned with in connection with aromatic chemicals. Evaluation here has to do with careless manufacture, with consequent by-products which may or may not be detrimental. The price difference between several brands of the same chemicals can be attributed to difference in the method of manufacture, to quantity manufacture and to whether or not it has been blended to improve the perfume note, but to a large extent it is due to the presence or absence of by-products. It is the elimination of the last traces of by-products, which accounts for a large percentage of the price difference. It is for the perfumer himself to decide if his goods are of such value that he can or cannot afford to put into them some by-product, the presence of which is not indicated and which is not called for in his formulae.

Discussing recently the subject of utilization by American perfumers of the very rare and expensive extracted flower oils, a perfumer stated that there was little possibility of replacing cheaper grades with them unless the finished goods in which they would be used were being complained of by the consumer; in other words, if there are no complaints, why change? This would be the more readily understandable if it applied to a chemical, a pair of shoes or any article for purely utilitarian purposes. We naturally can have no quarrel with the merchandising methods of the perfumer, but we have learned that, unfortunately, the consumer of products which makes its direct appeal to one or more of the senses—and is one of the adjuncts of luxury, in many cases will not take the trouble to complain. If he does not like the product he will forget it and buy something else. We are inclined to believe that the market for such a product as a perfume will be subnormal and not enjoy its full possibilities until there is substituted for a cost level standard, the idea of making the best it is possible to produce of its kind. Just how far the American perfumer is willing or can afford to go in the use of the rarest and most costly raw materials is yet an unanswered question. Apparently, it will require much shifting of thought, a readjustment of viewpoint and of formulae before the conclusion is definitely reached that better raw material will make better finished products, although this would seem to be sufficiently obvious.

Just how should the perfumer proceed to safeguard the purchase of his raw materials? Earlier, I have endeavored to point out that even the most common and

best known oils are constantly being adulterated, in some cases beyond reasonable possibility of detection. In these instances we may often suspect but scientific methods which will prove are frequently lacking. When the experienced essential oil chemist is stumped, how can the perfumer evaluate such materials?

Naturally the first step is to ascertain the physical and chemical properties if he is disinclined to accept the label on the package or assurance by his source of supply. If the examination shows it to be sub-standard, he will know what to do. If, on the other hand, the sample complies with the standards and is of sufficient interest to justify further assurance for his own peace of mind, investigation must proceed by organoleptic methods. These methods are exceedingly valuable and the perfumer should learn to apply them frequently but they are empirical and have no standing in court. They will scarcely serve as a basis for legal action, as where shall we find a standard nose? Visualize the number of experts available on both sides of a question at issue regarding taste or odor.

The perfumer should first of all obtain samples of all the raw materials he expects to test and use. These samples should be the best the markets of the world can provide. There should be no quibbling about their cost, as such samples will constitute the most valuable furnishings of his laboratory. They will be his measuring stick—the standard against which he will compare all others. Where they shall be obtained I will not attempt to suggest but most of you from your experience will have some idea how to set about it.

The sample should first be tested against your standard by studying the odors as they evaporate from blotting strips. Experience and knowledge of what an odor should be will in many cases permit you immediately to exclude some of the articles to be tested. It will be necessary to continue the comparison over a number of days because of the different boiling points of the constituents. In this connection you will recall that the sandalwood in cardamon oil did not manifest itself until a number of days had elapsed. It is surprising what sometimes will be disclosed to you by this simple test. Not only may there be unfavorable color changes after several days' exposure but also evidence of materials, the presence of which might never have been suspected.

To quickly determine odor, taste and strength, we recommend that the dilution test should next be applied. In a rough way, it will be satisfactorily carried out as follows: Dissolve one to four drops of the sample to be tested (exact quantity depending on the strength) in  $\frac{1}{4}$  to  $\frac{1}{2}$  ounce of pure grain alcohol. When the solution is complete and this, by the way, is not always immediately, dilute to approximately eight ounces by volume in a good sized drinking glass, using pure lukewarm water. It is understood, of course, that a parallel test is being run with your standard. Compare the two for odor and for taste. The senses of smell and taste are closely allied but in some people one is sometimes keener than the other and with practice it is possible that you will find your sense of taste to reveal things to you which you cannot find by odor alone.

The same test solutions will then be used to determine the comparative strengths. To do this, add one or two ounces of lukewarm water to the contents of each glass and test the odor and taste. Add another dose of water and continue the additions, keeping track of the amount added

to each until that point will have been reached where the odor and taste of one sample has completely disappeared, the other being still perceptible. By continuing the addition of water to the latter until it, too, is no longer perceptible, the ratio of strength between the two is readily calculated. The number of samples which can be tested simultaneously is not limited. We frequently run six or seven tests at the same time.

This is not presented as a scientific method,—it is not. Dilution by water will finally throw the oils out of alcoholic solution but if the water has the right temperature and the test made rapidly with frequent stirring by a glass rod, the oils will be held in suspension with enough uniformity of distribution to accomplish your purpose with a surprising degree of accuracy. These empirical tests are just as applicable to the general line of essential oils either extracted or distilled and to the aromatic chemicals as they are to flavoring materials for which the tests were originally devised. Let us bear in mind that the samples to be tested should not embrace only those supplied to serve as a basis for arranging the purchase; each delivery against the purchase must be similarly tested. Some of our foreign friends supply wonderfully fine samples with their quotation but what they sometimes attempt to deliver has no closer kinship than first cousin.

Now, if the perfumer is assured that the physical and chemical properties of the samples under consideration meet the standards and if the application of organoleptic tests have disclosed nothing suspicious and if in addition, he has paid a reasonable price to a reputable source of supply and is not congratulating himself because the purchase was made below the cost of production or of manufacture, he can usually have confidence in the product.

There is another factor of inestimable value to that buyer and that is his personal acquaintance with the dealer, his source of supply. In dealing with commodities sold largely on confidence in the strictest sense of the word, the experience, character and general reputation of the source are of the greatest importance. Has that source worthwhile standards and ideals? Does its environment provide the facilities which must be available if you are to have the service you require? Acquaintanceship and personal contact will enable you to form valuable opinions about this.

Some soap manufacturers buy products labeled as straight essential oils and report prices much below market values and, in some cases, below the known cost of production, but these manufacturers seem not to be concerned so long as the seller guarantees them with a label which says the product is, for instance, pure oil of Geranium. They seem to be satisfied if the odor even approximates that of the oil supposed to be present and if the desired strength is there. We have no quarrel with mixtures or compounds—they play an important role and have a definite place of value in the perfumer's arsenal of raw materials. Our objection and your objection is when such mixtures are not properly labeled or sold as mixtures.

The most deteriorating phase of this is that no standards exist—there is nothing to adhere to. The source of supply literally has a free hand to alter the mixture to accord with fluctuating prices of the raw materials. Little by little in succeeding deliveries the more valuable constituents can be replaced with cheaper but still powerful materials and the change is so gradual that it may not be noticed from one delivery to the next. One day the manufacturer, perhaps unpleasantly, awakens to the fact that his product has

"gone down hill." Figuratively, he asked for just that—and got it but in most cases he won't recognize or anyway admit that he has been an accessory after the fact—and this little drama is not confined to soap perfumes—it confronts us in every variety of aromatic raw material used in the industry.

A well known perfumer has said that he has no objection to using compounds as long as the compound will always be the same, gives the note he wants, the price is satisfactory, and if he can always be sure of getting it when wanted. Why should he not use the ability of others in blending raw materials; his business is to blend and merchandise *finished* products. This is a reasonable attitude, although for complete dependence and security most perfumers will doubtless prefer to utilize basic material whenever they can. If the manufacturer of soap or of any product utilizing essential oils wants a geranium, a bergamot, a lavender, or any kind of odor which must cost him less than the price of genuine oil, why not frankly describe these requirements to his regular source of supply and let them furnish openly a mixture to meet those requirements. The net result will not be changed, but there will have been frankness and honesty on both sides and that source of supply will be relieved from illegally labeling the delivery.

If the perfumer or the soap-maker wants mixtures or must have a product less expensive than the pure article yet doesn't want to ask for just this, it should be no great task to buy the pure oil and reduce the cost to the desired point by using the materials which are commonly employed for that purpose. If lavender flower oil is wanted with oenanthic ether, the mixture is simple. If sweet orange or petitgrain oil will sufficiently cheapen bergamot, so that the desired objective is attained, these oils are readily available. If a sandalwood note is necessary in cardamon oil, or if nutmeg will improve it for your purpose, why not add it yourself? If your resinoids or your oleoresins must be cheapened, melt and introduce the common rosin or castor oil in your own laboratory. Myristic acid is obtainable if solid flower concretes need dilution or more inert solidity. You will save some of the profit that is now harvested for doing this for you and there is the added advantage that you will know just what and how much is present. How will you know what to add in all cases? Have available the authoritative books on essential oils. They will give you enough information for a good start. Your own knowledge of the natural constituents and a little experimenting will do the rest.

Gentlemen, your local dealer in most cases has better knowledge of the conditions at the foreign point of origin regarding much of this raw material than you can possibly have. You need his cooperation, the police power of his experience and his knowledge in such matters. You are reminded of this because of a certain tendency at times to believe that the remote sources are more reliable, perhaps merely because they are remote. Such a feeling on the part of the American perfumer is as greatly to be deprecated as the insistence of the American woman that her bottled perfume should bear a foreign label. The buyer of these raw materials should not fail to take full advantage of the cooperation his local importer is in position and eager to give him when a mutual spirit of confidence exists.

We must keep in mind that formerly there has been little knowledge of essential oils in this country. We have in the past had to rely on European reports. This condition has changed. Essential oils are studied here as much and maybe



more than on the other side—thanks to such men as Bogert, Kremers, Kleber, Dodge and the late Power. Europe has not yet realized this condition, but by-and-by it will awaken.

Insistence upon a price rather than a quality level with indifference or inability to properly test the raw materials bought on a price level, have been and will continue to be the cause of much discussed in this paper; complete standardization is impossible as yet; eager workers are adding much knowledge year after year but a large part of the field has not yet been touched. There is too much of the empirical in connection with its every phase. Before the desired end can be attained, there must be a willingness on all sides to examine the facts and an earnest desire to cooperate in whatever measures are found necessary to the end that the knowledge resulting from scientific investigation shall be used in a constructive manner and not to circumvent the purpose for which science is continually striving.

### Foreign Trade Shows Gain

WASHINGTON, May 15—Imports entered for consumption during February of essential and distilled oils, perfume materials, toilet preparations and flavoring extracts were as follows:

<i>Essential and Distilled Oils (Free List)</i>			
22700	Cassia and cinnamon.....	28,190 lbs.	36,864
22710	Geranium.....	7,206 lbs.	18,808
22720	Rose, otto of.....	4,473 oz.	50,278
22730	Bergamot.....	10,235 lbs.	61,963
22740	Citronella and lemon grass.....	146,716 lbs.	66,377
22750	Lavender.....	10,769 lbs.	43,928
22751	Spike lavender.....	2,367 lbs.	1,970
22811	Almond, bitter.....	1,584 lbs.	2,655
22812	Anise.....	6,420 lbs.	3,249
22814	Camphor (oils).....	133,800 lbs.	12,717
22818	Cananga or ylang ylang.....	5,107 lbs.	39,692
22826	Lime.....	3,336 lbs.	22,232
22827	Linaloe or bois de rose.....	7,333 lbs.	9,634
22828	Orange flower.....	134 lbs.	11,703
22834	Petitgrain.....	7,174 lbs.	10,711
22836	Rosemary.....	225 lbs.	179
22838	Thyme oil.....	2,477 lbs.	2,531

<i>Essential and Distilled Oils (Dutiable)</i>			
22760	Lemon.....	31,446 lbs.	58,261
22770	Orange.....	15,400 lbs.	28,656
22780	Sandalwood.....	11 lbs.	100
22910	Amber oil.....	893 lbs.	27
22915	Cajeput.....	6 lbs.	3
22920	Eucalyptus.....	16,927 lbs.	5,216
22927	Juniper.....	2,147 lbs.	4,157
22930	Orris.....	28 lbs.	1,018
22932	Patchouli.....	57 lbs.	289
22942	Other essential oils, n. s. p. f. no alcohol.....	20,694 lbs.	17,027
22948	Other essential oils, more than 50 per cent.....	27 lbs.	10

<i>Perfume Materials (Free List)</i>			
87221	Floral essences and concretes.....	1,967 lbs.	356,976

<i>Toilet Preparations (Dutiable)</i>			
87200	Perfumery, including cologne—alcohol.....	21,166 lbs.	88,567
87202	Perfumery, including cologne—no alcohol.....	54,661 lbs.	30,485
87204	Toilet waters—alcohol.....	397 lbs.	2,612
87206	Floral and flower waters, no alcohol, n. s. p. f.....	168 lbs.	259
87230	Anethol, citral, geraniol, heliotropine, ionone, rhodinol, safrol, terpineol.....	17,886 lbs.	4,938
87232	Ambergris.....	31 lbs.	7,710
87234	Civet.....	1,564 lbs.	2,555
87235	Musk in grain or pods.....	64 lbs.	18,308
87237	All natural or synthetic odoriferous or aromatic chemicals.....	7,873 lbs.	24,510
87238	Mixtures containing essential oils or synthetic aromatic substance.....	24,860 lbs.	262,872
87239	Synthetic coal-tar basics.....	12,405 lbs.	30,111
87310	Cosmetics, no alcohol.....	76,594 lbs.	48,801
87311	Cosmetics, alcohol.....	1,655 lbs.	5,521

<i>Flavoring Extracts</i>			
838560	Flavoring extracts, no alcohol.....	15,373 lbs.	5,224
838570	Flavoring extracts, 20 per cent or less alcohol.....	11,306 lbs.	4,858

838580	Flavoring extracts, 20 to 50 per cent alcohol.....	384 lbs.	506
838590	Flavoring extracts, over 50 per cent alcohol.....	405 lbs.	868

### First Quarter's Imports Show Gain

Imports of soap and toilet preparations during the first quarter of 1927 reached a value more than 60 per cent over that for imports in the first three months of last year, aggregating \$2,377,285, as compared to \$1,448,008. Imports of perfume materials more than doubled, with a value of \$767,015 this year, against \$321,883 in the corresponding period of last year. Imports of soap and perfumery, bay rum and other toilet preparations also gained substantially both in volume and value, while importations of cosmetics remained at practically the same figure as in the first quarter of last year.

Imports of perfumery, bay rum and other toilet preparations for the first three months of this year had a value of \$449,781, against \$365,546 last year and the imports of cosmetics, powders, creams, etc., totaled \$196,686 as compared to \$197,844. In soap the greatest gain was made in toilet and fancy brands, exports this year having a value of \$145,865 against \$86,653 last year. Castile imports were valued at \$97,211, as compared to \$72,777.

### Exports Holding Their Own

Export trade is barely holding its own against last year's business. The aggregate value of exports for the first quarter was \$3,710,923 as against \$3,819,701 in the first three months of last year. Large gains made in exports of cosmetics and dental creams offset diminishing exports of soaps, perfumery and toilet waters and talcum and other toilet powders. Exports of laundry soaps had a value in the three months ended with March of \$836,605, as compared to \$885,294 in the first quarter of 1926; and exports of toilet and fancy soaps \$629,946, against \$699,785. The exports of perfumery and toilet waters declined to \$71,065 from \$94,715. Talcum and other toilet powders have suffered a heavy curtailment in exports, this year's shipments having a value of only \$367,864, as compared to \$414,139 in the corresponding period of last year.

Export trade in dental creams shows a marked expansion, with a value for the first quarter of \$809,399 as compared to \$612,255 in the first quarter of last year. Creams, rouges and other cosmetics also have advanced, with an export value of \$367,770, as compared to \$309,321 in the corresponding period of 1926.

### Increase in Essential Oil Exports

Exports of essential oils gained approximately 25 per cent in the first quarter of the year, reaching a value of \$441,000, and imports, while diminishing perhaps one-eighth, had an aggregate value of \$1,652,000. After the very small amounts of peppermint oil exported during the first three months of 1926, it was to be expected that shipments of this commodity would increase, but the real change in the outward movement was in the "all other essential oil" class, which advanced 85 per cent in quantity, but dropping 9 per cent in value.

### Drop in Oil Imports

With the exception of otto of rose and bergamot, cassia and cinnamon oils, imports were smaller during the first three months of this year than last. Lemon oil receipts amounted to 112,000 pounds, valued at \$210,000 and orange oil, 61,000 pounds, valued at \$129,000.

# Nature's Hints on Cosmetics

*Address Before American Manufacturers of Toilet Articles,  
May, 1927, by Professor Curt P. Wimmer, New York  
College of Pharmacy, Columbia University*

It has been my privilege to attend your conventions for a number of years. Heretofore I have been permitted to quietly mingle with you, to enjoy the banquet in the circle of some of my close friends. But this year things are different.

Your Committee on Arrangements has asked me to address you, and I am frank enough to say that I consented without a great amount of urging on their part. Nor is the reason for the invitation difficult of explanation. For some years past I have concerned myself with the scientific principles underlying the industry which you represent. I have collected them, classified them and shaped them into a course of instruction which will give to your assistants and successors who avail themselves of the opportunity, a comprehensive view of the manufacture of your products.

While I am, therefore, not directly one of you, I know well what you are doing and how you are doing it. I might compare myself to an observer standing on the top of a mountain and looking down into the valley. He sees a large expanse of land, covered with forests and fields. Looking more closely, he distinguishes the trees, the shrubs, the flowers and the corn; later he identifies the various kinds of fir, the birch and linden tree, and out of a kaleidoscope of colors he picks the flowers, the pink pyrola, the blue forget-me-not, the yellow buttercup and others. He knows how each one grows and propagates its species, and then he reflects upon the beauty of his view and its importance to the world.

I do not come before you as the man with the muckrake, nor do I want to preach or give advice—all of that I am sure you do not need, nor do you desire it. But let us look together into a mirror in which your picture is reflected. I have looked closely at your picture and may have discovered certain points of which you have probably not even thought up to the present time.

There are a few important points of which I should like to speak to you, and I shall select four of them at this time. I am quite sure that they will prove of interest even to those of you who are not directly interested in the manufacture of cosmetics, and also to the ladies.

The first point is that of the manufacture of cosmetics in its relation to other sciences and its great value to the world at large. Then I shall try to solve the problem as to whether Nature is a greater manufacturer of cosmetics than you are or whether the reverse is true, giving you some of Nature's Hints on Cosmetics; then, I will say a few words about the recent attempt to regulate your business by law, and I shall conclude by showing that in certain matters you are suffering from a well-defined inferiority complex, in the hope that my talk will help in a small way to dispel it.

I do not see any reason why you should not call yourselves manufacturers of "cosmetics" instead of "toilet preparations." A cosmetic is properly defined as a preparation which tends to improve the skin. Surely, a toilet prepara-

tion is used for the very same purpose. Still, I venture to say that some of you object to the term "cosmetic" because there has been, and still exists, in the public's mind a totally wrong impression as to what a cosmetic is, its purpose and effect.

There are two misconceptions about this term. One is that cosmetics are used not for the purpose of beautifying oneself, but rather to advertise the fact of one's non-compliance with some moral standard. The other thought is that cosmetics are harmful and should, therefore, not be used at all and should be so prohibited by legal means. Both of these ideas are, of course, old-fashioned, hypocritical and breathe the Puritanical "I'm holier than thou" spirit of intolerance. But both of these ideas have their origin and it is not difficult to trace it. Actors have always used make-up which is necessary for their proper dramatic portrayals. Today actors are respected as are the members of any other class of professional people. But in the Middle Ages they were considered people of little and loose morality, and so, from hundreds of years ago comes to us the thought that at least non-conformity must be associated with the use of the cosmetic. The idea that cosmetics are harmful may be traced back to the 17th century. Then, as now, certain ladies were anxious to rid themselves of their husbands. They did not have sashweights or pistols, but they did have cosmetics. A lady in Naples, Italy, by the name of Madame Toffana, sold all over Italy and southern Europe a colorless and tasteless liquid which she called "Aqua Toffana." Ostensibly, it was sold as a cosmetic, but confidential information was given at the time of sale that it might also be used to dispatch undesirable husbands with little or no difficulty. It contained a sufficient amount of arsenic, and some of it placed in the husband's food quickly rid the wife of him. There were no chemists or toxicologists on the job to stop this practice, and Madame Toffana did a rushing business, and had over six hundred husbands on her conscience before she finally was discovered and executed.

From that time, there was a certain fear of preparations called "cosmetics." But you all know that cosmetics and perfumes have been used for thousands of years. The tablets of the ancient Babylonians, the papyri of the Egyptians, the writings of the Roman and Greek scholars, are full of references to cosmetics. After the fall of the Roman Empire the dark ages set in. Nothing was known then of cosmetics. It was a period of gross superstition, colossal ignorance and war and pestilence. Skin diseases were especially prevalent, and a woman without pockmarks, or running sores on eyes and skin, was considered an exceptional beauty.

With the advent of the Renaissance things changed for the better, and in the measure in which civilization re-established itself, in that measure cosmetics came again into wide use. It is a mooted question whether at any time the use of cosmetics has been as widespread as it is today, but one thing is certain, and that is that at no time in the

history of the world have cosmetics been as harmless and as beneficial and wholesome as they are today.

That is a fact of which you can and should be very proud. Without any compulsion by law you have gradually eliminated ingredients which were found objectionable in any way. Of course, I realize that I am talking here to the cream of the industry, and that there may be some manufacturers outside of this organization who have not as yet adopted the high standards which you have set. But rest assured that they will soon have to follow your example or, in due time, go out of business.

You realize that your work is based upon scientific principles. The science of cosmetics is just about emerging from the period of empiricism into that of strict and critical research. Cosmetic chemistry is a branch of applied chemistry and concerns itself with the examination and application of chemical problems which help to preserve the beauty of the human form. The science of cosmetics is as important as that of hygiene, for it makes for cleanliness and health, for beauty and contentment, and therefore for the improvement of the human race. To the extent to which people use cosmetics, do they take care of their bodies. Who could take issue with this statement? Let us encourage their use therefore.

And does not nature herself speak to us of the value of the beauty of form, the importance of color and of odor? Is not nature herself the greatest manufacturer of cosmetics? Does she not make profuse use of all sorts of aids to beautify her products? Form alone is not sufficient to satisfy our craving for things beautiful; color and odor must be combined with form to make a complete and beautiful creation. The colors of the rainbow, the varicolored plumage of the birds, the pink, the red, the yellow, the purple and the blue of flowers, combined with the fragrance of the rose, the violet, the new-mown hay, the pine and all the rest, excite our admiration and make us desire to go back to them as often as we can, to enjoy their beauty and to refresh our souls.

If we have but eyes to see we know that nature's hints on cosmetics are given to us in profusion. If I should ask which flower is to be preferred, the orchid or the lily, I am quite sure that you would select the orchid. Its elegance of form, its daintiness of colors and its fragrance make it the queen of flowers. And again, if I should ask whether you would rather walk in a field of roses or in a field of chrysanthemums, you would select the former because of its exquisite odor. It is my contention, then, that by your particular industry you contribute to the welfare of the nation; that your products help in the creation of cultural values, and that your work goes further than the mere manufacturing and selling of toilet preparations.

There is, in my opinion, no people in the world that is more appreciative of beauty than the American people. Since you are catering to that appreciation and have made a success of your endeavors, your industry has grown in leaps and bounds and is, today, a giant among the industries of our nation. Like everything else that is large and active and successful in this world of ours, your industry has not been free from the attacks of persons who believe that you are badly in need of some sort of regulation. The author of one of these attacks said to me:

"It is a most deplorable state of affairs that an industry of such size should not be subject to legal restriction!"

What a narrow mind such a statement discloses, and it seems to me that there is hidden in that remark a little

jealousy and bitterness at being only on the outside looking in. Out of such sentiments, which were probably prompted by the hope of getting greater power through larger money appropriations from the various states, came in the proposition, last Spring, that a Model Cosmetics Bill be passed. That bill was introduced by various state chemists, and if it had been allowed to pass, would have placed your industry entirely at their mercy. Everything that is ever used externally on the human body was included, from a perfume to a nail polish, from a compact to a mouth wash. Many preparations which have been on the market for years and have found their place of eminent usefulness would have been obtainable only upon a prescription written by a physician. Others would have had to be labeled "For External Use Only," and would have had to bear a declaration of the ingredients present. Now, I maintain that there is absolutely no necessity for any law of that kind, and fortunately, through your activity and opposition, this bill was killed wherever introduced.

The claim is made that some hair dyes produce skin irritations, and the same defect is attributed to tonics for the scalp and skin. But let us not forget that similar results are found to come from the eating of certain foods and from certain types of internal medication. The human body is an individual thing, and some few are more sensitive than others. Statistics show that hundreds of millions of cosmetic preparations are used annually, and that the number of irritations following their use is very small. And in most cases the irritation can be traced to some other cause, such as the wearing of a fur, improper use and application of the preparation. No law is needed, and I hope that you will spare neither effort nor your finances to prevent the professional lawmakers from getting their grip upon your industry. If once they get a foothold there will be trouble ahead!

The claim is made that because certain articles are not allowed for use in Germany they should not be allowed here. Are we to inherit the "verboten" sign from Germany? It seems so, for the number of prohibitive laws passed in the United States and now in force is incredibly large. Someone has roughly estimated that there are so many laws and regulations now in force, that it would take ten years for a man of average intelligence to study all of them, and that, by the time he had finished, thousands of others would, in the meantime, have been placed upon the statute books so that he would have to begin studying all over again. Are we not law-mad? When will our law-mills take a well-deserved vacation? Consider for a moment some of the propositions submitted to the legislatures of the various states. I will cite but few; one is that every restaurant be outfitted with a stretcher, another that every girl or widow who refuses to marry a bachelor when asked to do so be fined not less than \$100 or serve not less than six months on the public road and pay a poll tax of one dollar, and another to attach a time-clock to every telephone.

My friends, "the power to regulate is the power to destroy," once said a wise judge of the United States Supreme Court. There is no general demand from the public that cosmetics be regulated. I know of no women's clubs or associations that have passed condemning resolutions, and they surely would be the first to complain if anything were wrong. Yet, the regulators have their eyes on you. The laws just defeated will be trotted out again, nicely groomed and polished, possibly trimmed here and there to dazzle the public and the legislator with their alleged usefulness and

necessity. Be ever on the watch. The time to prepare for the attack is now. Organize your forces, collect your facts, let the public know just how you feel about such laws and counteract insidious propaganda in the daily press.

In these respects, I am compelled to say, you are, in my opinion, not sufficiently on the offensive.

And finally, I want to say a word for our home-made perfumes and cosmetics. I do maintain that nowhere in the world are better perfumes and cosmetics made than right here in these United States. I find, to my regret, that some of you apparently do not agree with me in this opinion. The public, too, prefers, in many instances, the foreign product to our own. Why this should be so is beyond my comprehension, but upon looking into the question thoroughly I have come to the conclusion that it is in part your fault.

There is no reason why American products, and especially perfumes, should not be as good as those of any foreign country. All perfumes are made of raw materials obtainable anywhere and originating from the same sources. There are no longer any great secrets about the manufacture of these products, blending and aging processes are common knowledge. The question of superiority is, therefore, mainly psychological, and is due to the fact that you have allowed it to be felt that foreign products are superior by placing labels in foreign languages and names of foreign cities on your products. By so doing you have tacitly supported foreign claims for first place in this field. There is, I believe, a great field for a distinctively American perfume industry. An exquisite odor and an artistic package, a first-class label—all American, that is my hope and expectation for the near future. Let us have courage, let us have confidence in our goods and then, the public will support us and will support us generously. As Americans, should we not believe in our institutions, our people, our products? Why, therefore, this submission in the matter of our perfumes? It is up to you, my friends, and remember that to be deserving of the claim that you are "American" you must be without fear, progressive, courageous and strong.

#### March Imports of Aromatic Materials

March imports under Paragraph 61 included the following: Terpineol, 8,356 pounds; terpinyl acetate, 3,570 pounds; iralia pur extra A, 2,668 pounds; dianthine extra A, 2,425 pounds; bornylacetate, 1,016 pounds; citronellol, 812 pounds; lilac, 696 pounds; lilac base No. 700, 557 pounds; lilac white, 334 pounds; ethyl geraniol, 550 pounds; geraniol, 360 pounds; hydroxycitronellal, 496 pounds; composite flower oil, 386 pounds; lianyl acetate, 342 pounds; paxquerette, 330 pounds; rose de mai, 512 pounds; Oeillet superbe, 551 pounds, and bouvardiol C, 375 pounds, and Diamela S, 390 pounds.

Imports of synthetic aromatic chemicals of coal tar origin in March amounted to 10,714 pounds, as compared to 4,407 pounds in February, and included the following: Methyl anthranilate, 2,384 pounds; phenylethyl alcohol, 1,711 pounds; benzyl acetate, 1,490 pounds; benzyl bozoate, 655 pounds; benzyl acetate f.f.c., 610 pounds; heliotropine, 488 pounds, and musk ketone, 441 pounds.

#### One of the Best

(Colonial Hygienic Company, Toilet Preparations, Chicago, Ill.)

We are more than pleased to renew our subscription to your valuable publication, which we look forward to receiving with pleasure; it is one of the best trade papers that come to our attention.

#### Doctors Urge Curb on Cosmetics

WASHINGTON, May 18.—Federal regulation of the cosmetic industry was advocated this week in a resolution passed by the House of Delegates of the American Medical Association. The resolution was introduced by Dr. Orrin S. Wightman of New York City and is based on an investigation which he said revealed cases of lead poisoning resulting from the use of "hair restorers," cases of cancer from "freckle removers," and acute and disfiguring conditions from hair removers, skin whiteners and other cosmetics.

The resolution reads: Resolved, That it is the sense of the House of Delegates of the American Medical Association that a law should be promptly enacted by Congress to regulate and control the manufacture, distribution, sale and commercial use of toilet preparations for preserving and enhancing personal beauty, whether for the mitigation or cure of disease or otherwise, in so far as such legislation lies within the jurisdiction of the Federal Government and that correlated uniform State laws should be enacted by the several State Legislatures to protect the people within their respective jurisdictions from harm through the manufacture, distribution, sale and use of such preparations.

While this resolution was being considered by the House of Delegates, an elaborate poster exhibition was held at the Washington Auditorium on the subject of cosmetics and other advertised remedies by the Bureau of Investigation of the American Medical Association, headed by Dr. A. J. Cramp.

"The cosmetic business has been a perfectly reputable business, but in the absence of a law controlling it, a number of scamps have crept into the business," said Dr. Cramp. "They have taken advantage of the immunity accidentally conferred on their business by the omission of the Pure Food and Drug Act to name cosmetics and have flooded the country with many deleterious and some very dangerous preparations.

"Take, for instance, the hair dyes, which are falsely called hair restorers. There are three types which are very unfortunate in their effects. The type which contains anilin dyes is probably the least dangerous of the three, but it has caused many extremely severe cases of dermatitis, or acute skin irritation. Still more vicious in their effects are the compounds which contain lead, because their action is more insidious and more deep-seated. None of the dyes containing lead advertise the fact that they contain lead.

"There is a third type which contains ammoniacal salt of silver for its dye. This practically covers the hair with a photographic emulsion which turns black on exposure to the sunlight. The danger of the third type is that it frequently causes large patches of the skin to turn black."

"Of the freckle removers," said Dr. Cramp, "some which contained only lemon juice and peroxide are comparatively harmless, although some sensitive skins suffer severely from these.

"Some of the depilatories or hair removers, concerning whose action we have been collecting evidence, have dangerous ill effects. In general, if the substance used is powerful enough to dissolve hair, it is powerful enough to dissolve skin. Most of these preparations contain sulphides in strength sufficient to cause great harm to a sensitive skin.

"The sealing wax method which pulls out the hair without dissolving it, is not harmful. The electrolysis method is safe in the hands of a skillful operator, but a new process of hair removing has come into vogue which is very dangerous

(Continued on Page 177)



# Profits in the Production Department

*Paper Read Before the American Manufacturers of Toilet Articles,*

*by E. E. Finch, of Karl Kiefer Machine Co., Cincinnati*

*in Convention at Atlantic City, May, 1927*

A friend of mine recently returned from a National convention of the industry with which he is connected, and I asked him if he had had a pleasant and profitable time. "It was pleasant, but I don't know how profitable. When I go to a convention I feel as though I was indulging in shadow-boxing—a whole lot of exercise—without hitting anything."

Of course, we know that this convention is entirely different. We are here on serious matters, we have a definite and serious program to conclude and everything that we attempt is being carried through in a pleasant and profitable manner. However, there is bound to creep in, even in a well-organized convention of this kind, an abundance of superheated atmosphere of little value,—except for balloons,—and a dearth of facts of which there should be an abundance.

Not claiming any unusual ability, and not being a prophet; or the seventh son of a seventh son, I can only present to you thoughts that I believe contain some seeds that may germinate, and grow, and blossom in the coming months or year, in your factory, in the production of more and greater profits.

No man should ever accept an invitation to speak before other men unless he sincerely believes he has a message to give them. Whether his belief may be translated into a fact time can only tell.

I come before you not as an individual, not as a representative of a firm, but as one of your associate members. It seems to me that the associate membership of this organization is not given sufficient consideration for your own benefit. I am not worrying about the members individually, either the associate or the active, but it does seem to me that you are overlooking a rare opportunity to have this associate membership occupy its place in your councils, in your work and in the betterment of your organization.

According to the year book published by the association there were, at the time of publication, 95 active members and 122 associate members. Why not weld into the activities of your active membership, the assistance, help, suggestions and working ability of the associate members. You think perhaps that they do not know very much about your business, but you would be surprised how much they do know.

We see some of you people do things that we could tell you before ever you started that you were all wrong, but we rarely offer such advice because you might not like it. Once upon a time I told one of my very good customers, and a friend, that a proposed method of manufacturing and sales policy was entirely wrong. I believed it would result in a loss, and when time proved that I was right he was so mad at me, because I was right, that he never bought another dollar's worth from us. I wasn't right just because I was so smart or just because I got all of that out of my head, but I was right because I had seen other people try the same policy that he proposed to pursue, had checked

up their failures and knew not from my own brilliant mind that I was right but knew from that most positive teacher, Experience, that he must fail. We don't always like to offer these suggestions, but we could do it to your benefit and therefore why not place your associate membership in a position where it does not have to offer but where it may be called upon frequently to serve you.

We, as associate members, are grateful for suggestions from you. Why not make it a reverse proposition. Of the associate members you will find firms correspondingly as large as the active members, you will find clever executives, not as clever as you are, or they would be in the toilet goods business, but fairly clever. You will find laboratories, production and efficiency engineers at your right hand and above all, a real sincere desire to help you in your production problems.

At most conventions an associate member spends his afternoons at the meetings, his evenings in entertaining and his mornings in bed. There is a rumor, I don't know how much truth is in it, that some associate members bring liquor to conventions. I am told that the gold prizes for this tournament have been largely donated by the associate members and they are glad to do it, and they hope that you active members win them. Of course, you know who will pay for them finally.

By the way, speaking of active members, if there is anyone more active nowadays in hustling for business than your associate members I don't know who they are. I think we all ought to be called active members.

It is not my purpose to discuss in my talk specific production activities but to approach the matter in a general way. For the purpose of this talk I would like to divide your business into three parts, namely, first the purchasing or securing of raw materials and supplies; second, the manufacturing or production; third, the sales or distribution. These are the three general divisions in any manufacturing industry. For purposes of reference I would like simply to refer to them as Purchasing, Production, Sales.

In the purchasing department we have the Purchasing Agent. He may be a man specially trained to the work, he may be one who did not happen to have sufficient other work in the office to keep him busy and therefore looked after the buying; he may be a member of the firm itself. In any event, he becomes and is looked upon as one of your important executives. He may know nothing of the manufacturing or of production problems and yet you look upon him as one of your most important men, occupying one of your nicest offices and usually he is a mighty nice fellow,—he ought to be, he has your confidence, occupies a dignified position and draws a big salary.

Just for a moment I would like to skip over to the third division, namely, sales. In that position you have a man who is known as the Sales Manager. You have either trained him or you have hired him away from a competitor, or you secured him from some source at considerable

expense. With this sales manager you may have an assistant, or assistants, you have the advertising manager, all of whom are prominent executives in your business. They all occupy nice offices, they draw big salaries. They are absolutely necessary and essential to your business.

In between the two you have your Production Manager, or Superintendent, or Works Manager, I don't care what you call him, and often, not perhaps in every case, but often, he is a man that you haven't been able to fit into any other particular job or he is an old employee who used to wash bottles and he has gradually grown up into the position now as Production Manager. It may be possible that you haven't any Production Manager, only heads of departments, each one taking care of his particular department. The Production Manager may or may not have a desk down in the bottling room somewhere. He is not an important executive, he doesn't draw a big salary and he receives all the blame for all the mistakes that occur.

If I were to tell you gentlemen that I know of a first class Purchasing Agent, or Sales Manager, that you could secure at a pretty high price but still he could be had, I venture to say that there would be several of you around to talk to me after the meeting was over. But if I was to tell you that I know of a first class Production Manager you would sort of smile a little and say, "Well, John has been with us a good many years and he seems to get along pretty well."

Do you know where you make your money in your business? It is not in your Purchasing Department, it is not through your Sales Manager, but there are just two sources, one is your wise management of the business and the other is in your production department.

Looking at it in a general way one purchasing agent cannot buy any cheaper than another. We associate members make the same price to all of you presumably, irrespective of the likeableness or the ability of your purchasing agent.

In your sales department one sales manager may increase distribution 100% or 1,000% over that of another, but your profits are not increased per unit except in ratio to your overhead.

Making money in your business is the difference in what you pay for an article and what you get for it. The more you sell of one article possibly the more you lose. What you get for that article is naturally fixed by demand or by competition, or both. Therefore, as the cost of your raw materials are fixed charges relatively and even though your sales manager may be a bit cleverer than the other fellow, nevertheless, what is going to keep you in business are your profits—and these profits are made between the purchasing agent and the sales manager. Therefore, where your money is made is in your production department, and your production manager and your production plant and equipment can make or break you.

Many the manufacturer has looked over his yearly report and said, "We will have to cut out this line or that line, or we will have to increase the price on this line next year." but he failed to go about it the right way and failed to determine whether it would not be possible to have cut his costs of production in that particular line and thus increase his profits.

Please do not think that I wish to detract from the value and importance of the purchasing agent or the sales manager, or to have this talk appear that I am in any way criticizing them. I can assure you that such is not the case. I have used these illustrations only as a comparison and while

I hold no brief for superintendents I would like to see the production department raise to the position it should rightfully occupy in every manufacturing plant. I would like to see greater care and thought and attention given to this most important problem of cutting costs.

You all know the efforts made by Secretary Hoover for the benefit of manufacturers of the United States to help them to reduce their costs, to enable them to distribute their products at a satisfactory margin of profit and yet make it possible for a greater consumption.

Whether you fully appreciate it or not it is a fact that we are back to a Pre-War condition. It is no longer easy to sell goods. We have to get out and hustle and work, and scheme, and plan, which we haven't had to do for a number of years. Our competition is keen, margins of profits are small and it is necessary to figure from every angle, not only to maintain the same quality and to secure the same margin of profit, but it is necessary to improve the quality and not increase the selling price. Buyers are critical, ready to find fault and extra service has to be rendered. This service all goes into the cost of the goods and therefore if we are to render that service and still maintain our margin of profit we are compelled to reduce our cost of production.

Dun and Bradstreet report a certain percentage of the 93% who fail every year have failed because they have been under-financed. I think that it is very often the case that it is not so much the question of being under-financed as it is the question of not knowing what their goods cost or not knowing exactly how to reduce the cost of their production.

We know there are a lot of concerns who have to fail, who have to go out of business, a lot of them who have made money too easily in our prosperous times and eventually they will have to make room for those who are better financed, better advised and better capable of conducting the business. Let us hope that none of us here will be included in this list.

I remember a few years ago being in the plant of one of the largest food manufacturers in the United States and in one department I criticized the operation of the labeling machine because they were handling bottles from left to right instead of from right to left. The reports went up to the Vice President and General Manager and we had an hour's session that afternoon with the manufacturing committee thrashing out that one problem which in that tremendous plant meant a big item in the question of production.

I have visited plants where there have been very beautiful offices, well lighted, good air, uniform temperature and I have gone out into factories that were dark, stuffy, and dirty, amidst confusion and tables and boxes, under the supervision of an old time foreman or superintendent who had no more conception of proper manufacturing and proper costs than I have of a battleship. Above all, if you want to make money, see to it that your production manager has the opportunity to arrange his manufacturing departments in continuous units, that you have good air, good light and as even a temperature as possible. See to it that proper people are selected for the particular work they are to do. If you employ a large number of girls in a locality where there are various nationalities select from the proper nationalities the proper girls to do specific work to which they are best fitted. Eliminate extra handling. Do you realize that every time you handle a bottle it will add any-

where from one cent to three cents a gross to your costs? Eliminate odd sizes, peculiar shapes in bottles.

Not long ago I saw a proposition where a manufacturer had fifty-two different styles and sizes of bottles that he hoped it would be possible to handle on one bottle washing machine, one filler, one capper and one labeler. Of course, that was only a hope. You can standardize on beautiful bottles and yet eliminate these freaks that add so materially to your costs.

I don't want to enter into discussion of details of the equipment or the arrangement of equipment. That might seem a trifle personal and I prefer to stay away from it. However, I would like to have you carry home with you the realization that you can add to your profits next year if you will give a greater consideration to your production department.

But let me also add a word of caution: Do not over equip, do not let some enthusiast who knows nothing about your business, but claims to be an engineer, carry you away on some theoretical proposition. A friend of mine, a large manufacturer, a few years ago was carried away by such an engineer and after it was all over he told me that he might as well have taken \$50,000 and tossed it out of the window. Do not over equip, that is as dangerous as lack of equipment.

One of the largest drug and chemical houses in this country had no general production manager until about three years ago. They had the heads of their different departments, old stand-bys that had been with them for years. They suddenly awakened to the fact that they were behind the time, that they were not making the money that they should make so they procured a young man who had had considerable general experience in factory production, labor saving devices, equipments, etc. He had the hardest time in the world to get the heads of the different departments to work with him because they believed that their old departments were best. He has been successful, today he stands very high with that institution and he has saved them, I am not going to tell you how many, but a great many thousands of dollars.

Another illustration: One of the largest meat packers in the United States secured a production manager, although not classified under that title, he was what I would call a "trouble-finder." One of the first things that he did was to install a comparatively inexpensive piece of machinery, that wasn't made by us either, that saved fourteen women in one department. He is still there and continues to find opportunities to reduce cost of production.

Now you may ask me, "How are we going to go about it to find these leaks in our business," and I am going to conclude by telling you this little story:

Several years ago a very large manufacturer had purchased a new building, and proposed to move into it. He wanted this building equipped to be the very last word in everything that was up to date. He came to Cincinnati and discussed the matter with me and said, "I would like you to give me the names of the best efficiency engineers in the country." I am not intending here to criticize efficiency engineers, I haven't any doubt but what there are a lot of good ones. I gave him the names of several concerns who were well-known at that time. I rather think they are out of business now. After about two weeks, on his way home he stopped off at Cincinnati again, said he had called on these efficiency engineers and didn't believe that they were just what he wanted. He said, "What would you do?" I

told him then as I have told a great many other people since, and as I tell you now, "The best efficiency man you can procure should be your own superintendent and for goodness sake listen to him. If he is out of date, if he is not up to the minutes, if he is in a rut, get rid of him; but if he is ambitious, hustling, desirable type bring him up, help him, elevate him, listen to him, and then if you want to reorganize your plant, if you want to reduce your cost of production in one or all departments call in your bottle man, label man, the box man and machinery man, cap man, and all of those who furnish you with supplies and equipment, and let them work with your superintendent, give him the benefit of their experience and their knowledge and what they have learned through years of contact in other plants and the financial result will be to your advantage and will show at the end of the year real profits—production profits.

#### Blair Again Heads Proprietary Association

The forty-fifth annual meeting of the Proprietary Association, which was held at the Traymore Hotel, Atlantic City, May 9 to 11, was the most successful in the long history of the organization. A feature was the attendance of a score of members of the Canadian Proprietary Association. The social features were on an elaborate scale and the business sessions considered numerous problems of interest to the members. There were 237 members and guests registered for the convention.

Frank A. Blair, of the Centaur Co., was elected president for the twelfth time and Charles G. Tyrell was chosen secretary-treasurer for the thirteenth consecutive time. E. K. Hyde, of Buffalo, and J. H. Howe, of St. Louis, were elected vice-presidents. Executive committeemen chosen were Dr. V. Mott Pierce, John F. Murray and H. O. Smith, of Buffalo.

A notable feature was the delivery of eulogies of Richard Hewitt Bond, of Baltimore, although Mr. Bond was not a member of the Proprietary Association.

#### Alcohol Ordered Into Old Formulæ Alcohol

Under a ruling issued by Roy A. Haynes, Acting Commissioner of Prohibition, and approved by L. C. Andrews, Assistant Secretary of the Treasury, alcohol denatured under Formulæ 2, 3, 4, 6 and 7, which have now been rescinded, must be further treated by the addition of three-fourths of a gallon of approved aldehyde of denaturing grade to each 100 gallons of alcohol, or three-eighths of a gallon to each 50-gallon drum.

The Bureau ascertained that the alcohol denatured under the rescinded formulæ is not sufficiently denatured to prevent its redistillation and recovery for beverage purposes. The addition of the aldehyde must be made within 60 days but after this requirement is met such alcohol may be disposed of without the special permit heretofore required for the employment of alcohol prepared under rescinded formulæ.

#### Information Wanted

What's become of the old-fashioned man who used to go off in a corner and slap his own back when his wife decided to go away for two weeks; who promised himself all manner of kittenish diversions and then, when she went, loafed on the front veranda for two weeks, as lonesome as a chessman on a baseball field?—*Buffalo Courier*.

# Perfume and Soap in Courts and Customs

## "Stacomb" Asks Injunction

The Standard Laboratories, Inc., has brought suit for injunction against the Specialty Drug Manufacturing Corporation of America, claiming unfair simulation in appearance and gross imitation of the trade mark used on packages containing "Stacomb" on the part of the Specialty Drug Manufacturing Corporation of America.

Arguments in support of the motion were heard in the United States District Court on April 28, and briefs were filed by both the plaintiff and defendant at that time.

The Standard Laboratories in its petition claims that the style of package, as well as the dressing itself handled by the Specialty Drug Manufacturing Corporation has resulted in the loss of several thousands of dollars in addition to interest and costs.

Standard Laboratories charges that the defendant has employed as trade marks phrases suggestive of the product distributed by the Standard Laboratories, and that the name "Stacomb" itself has been used. It also alleges that the labels used by the Specialty Drug Corporation wilfully imitated "Stacomb," such specific words being used as "Stayput," "Staycombed," "Hair Slick," and "Hair Neat." The complaint also contends that the defendant corporation has delivered its own product as and for "Stacomb" when the product of the Standard Laboratories was specifically ordered in retail stores handling both products. Affidavits supporting its contentions have also been filed. The plaintiff also claimed that its trade mark "Stacomb" had been filed in the United States Patent Office and that it therefore had the exclusive right to the designation on the labels of its products.

Counsel for the plaintiff include J. Rankin Davis, Samuel Scoville of Philadelphia, and Emerson R. Newell of New York City. Mr. Newell is handling the work in connection with the present proceedings.

## Pennsylvania Benzoate Bill Amended

Following a hearing at Harrisburg, on March 22, Pennsylvania House Bill No. 654, amending the beverage law, has been amended, but its final disposal is in doubt.

The bill as introduced branded all carbonated beverages and still drinks as adulterated if they contained "hydrogen peroxide, or peroxides, or perborates, or benzoate of soda, or benzoates, or any other substances deleterious to health."

Through the influence of the Flavoring Extract Manufacturers' Association a hearing was held and F. M. Boyles, of Jack Beverages, Inc., New York, acted as spokesman for a delegation of manufacturers opposed to the provision. Mr. Boyles presented numerous reasons why the bill should be amended so as to permit the use of one-tenth of one per cent of sodium benzoate. The bill was reported out later by the committee with this amendment:

"Provided, that carbonated beverages or still drinks may contain not in excess of one-tenth of one per cent of benzoate of soda, or benzoates; provided, the bottles or containers are labeled, or in the case of bulk drinks suitable display cards are printed to show that the said drinks contain not in excess of one-tenth of one per cent of benzoate of soda, or benzoates."

## "Cutex" Infringed by Name "Cuticlean"

Seventh Circuit Court of Appeals, in the suit of the Northam Warren Corporation against the Universal Cosmetic Co., has reversed the Northern Illinois District Court and decided that the unregistered trade name "Cuticlean" infringes on the trade-mark "Cutex." Circuit Judge Page, who wrote the court's opinion, said in part:

"Numerous of the articles made and sold by the parties were, as to the purposes for which they were intended and advertised to the public, substantially identical. Appellee said in argument that the formula for the cuticle removing liquid was probably the same in both articles.

"Appellee used as its designating trade-mark the unregistered 'Cuticlean,' and the only question is, is there, considering the purpose for which they were used, such a similarity in the words 'Cutex' and 'Cuticlean' as to amount to an infringement?

"The words were fashioned by the respective parties and neither word had any pre-existence or meaning. This case differs in that respect from the cases of Potter Drug Co. v. Pasfield Soap Co. 102 Fed. 490, 494 (106 Fed. (C. C. A.) 914) and Flexlume Sign Co. v. Opalite Sign Co., 292 Fed. 98 (7th C. C. A.).

"Throwing pebbles into water is child's play, but knowledge of a trade-mark, through advertising and as carried by the people, is an important, valuable business asset, gained at much expense. It is a right which the one who creates it may say shall not be obstructed or confused by unfair methods or practices of competitors, so long as it continues to carry force, although the force may be far-spent and the recollection of the origin dimmed. It is at such times that great harm may be done by confusion, arising from the use of trade names or trade-marks but slightly resembling that of a competitor.

"One entering a field of endeavor already occupied by another should, in the selection of a trade name or trade-mark, keep far enough away to avoid all possible confusion.

"We can see no purpose or reason for the selection of 'Cuticlean' by one entering the field where another is doing a similar business using as its trade-mark 'Cutex,' except it be done with the hope that benefit might accrue from the similarity. There can be no excuse for such acts.

"Whether there is an infringement of a trade-mark does not depend upon the use of the identical words, nor on the question as to whether they are so similar that a person looking at one would be deceived into the belief that it was the other, but it is sufficient if one adopts a trade name or a trade-mark so like another in form, spelling, or sound that one, with a not very definite or clear recollection as to the real trade-mark, is likely to become confused or misled."

Mock & Blum, of New York, appeared for the appellant, the Northam Warren Corporation, and Edwin J. Lawlor, of Chicago, for the appellee.

## California's Foreign Corporation License Law

Copies of the recent decision of the Supreme Court of California invalidating as unconstitutional certain parts of the State law regulating the licensing of foreign corporations can be obtained by firms interested from the United States Corporation Co., 150 Broadway, New York.





### Soda Water Flavors Manufacturers Makes Official Report

in the interval subsequent to our April report the customary activities of the National Association of Manufacturers of Soda Water Flavors have been in progress under the watchful auspices of August Peter, the president, and Thomas J. Hickey, general counsel and secretary.

During the month an important bulletin giving the text of the new food inspection decision revising the list of permitted certified coal-tar colors for food and beverage purposes was transmitted to the members, in addition to the usual correspondence on questions arising in the business of the various firms constituting the membership.

### PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION, and other departments for further information.

### Notices of Judgment Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 14,701 to 14,800, inclusive, sent out recently by the Bureau of Chemistry, Washington, D. C., the only one of interest to our readers was an olive oil case in which a fine of \$102 was imposed on a plea of guilty of misbranding. The containers held less than the one gallon or one-half gallon labels indicated.

#### Coal Tar Colors in Food

Food Inspection Decision 209 issued in April, adds fast green FCF to the list of permitted certified coal-tar dyes. The complete list now reads as follows:

*Red Shades:* 80 Ponceau 3 R, 184 Amaranth, 773 Erythrosine.

*Orange Shade:* 150 Orange I.

*Yellow Shades:* 10 Naphthol yellow S, 640 Tartrazine, 22 Yellow A B, 61 Yellow O B.

*Green Shades:* 666 Guinea green B, 670 Light green S. F. yellowish, Fast green FCF (py-hydroxy derivative of the sodium salt of alaphazurine F. G. C. I. 671).

*Blue Shade:* 1180 Indigo disulfoacid.

#### Outlook for Madagascar's Clove Crop

Preliminary official estimates of the Madagascar clove crop for 1926-27 were 354,610 pounds, but commercial estimates now indicate a smaller crop, perhaps not more than 80 to 100 metric tons (176,368 to 220,460 pounds) for the entire island, about one-quarter the size of the 1925-26 crop.

### Official Report of Flavoring Extract Manufacturers' Association

All eyes in the membership of the Flavoring Extract Manufacturers' Association of the United States are now turning toward historic Richmond, Virginia, where the eighteenth annual convention of the organization will be held on June 1, 2 and 3. Advance information is given in the convention call issued by D. T. Gunning, the president, and Thomas J. Hickey, attorney and executive secretary, who promised later details in a circular to be sent out closer to the date of the meeting.

The Jefferson Hotel, which will be the convention headquarters, has sent out attractive literature of the beauties of region and the committee in charge of the convention is working diligently to carry out the traditions of true southern hospitality, so that ample entertainment, in addition to a good business program, may be expected by the members who attend this important meeting. The committee is under the able guidance of C. F. Sauer, the chairman, who is veteran in association matters. Serving with Mr. Sauer on the convention committee are Fred S. Rogers, George H. Burnett, L. K. Talmadge and E. H. Rucker, secretary.

The welcoming address will be delivered by Harry Flood Byrd, Governor of Virginia, whose ancestors were the founders of the City of Richmond.

An outline of the entertainment program follows:

**Wednesday, June 1:** Starting after luncheon the afternoon will be devoted to an automobile tour of historic Richmond, covering all of the points of national interest. Following the motor trip an Old Virginia dinner will be served at Sauer's Japanese Gardens. Food that one reads about will be served and entertainments of various kinds will make the occasion one long to be remembered.

**Thursday, June 2:** The beautiful Country Club of Virginia, overlooking the James River, will furnish a bounteous luncheon at 1.30, with cards, golf, tennis and swimming later as the members and friends may desire.

In the evening of June 2 the annual banquet and dance will furnish the entertainment.

**Friday, June 3:** Bus trip to Williamsburg and Jamestown, leaving at 1:30, taking refreshments along, and returning to the Jefferson Hotel about 8 P. M.

One of the interesting business features of the convention will be the report of former President Fred S. Rogers, chairman of the Trade Relations Committee, on the subject of "Trade Abuses." In co-operation with the American Grocery Specialty Manufacturers' Association and upon instruction of the Executive Committee Mr. Rogers recently sent to the membership a questionnaire which purposes to develop information regarding outstanding trade abuses with the idea of presenting the results to the association in

the hope that some educational means will be taken, possibly in the form of a campaign, to clear the field.

The questionnaire is divided into three sections, dealing with abuses experienced (1) by manufacturers, (2) by wholesalers and (3) by retailers.

#### Statistics of Vanilla Crops

George H. Burnett, chairman, announces that the Statistical Committee has worked with the Department of Commerce and has arranged for regular quarterly reports on the vanilla bean crop conditions and estimates and exports, as well, from different parts of the world. This is now published in a release entitled: "Food Stuffs 'round the World, Tropical Products."

This is free to all members of the association if they will write the Department of Commerce, Washington, D. C., and ask to be placed on the mailing list. These releases are quite complete and so far have been quite accurate.

#### Recent Customs Rulings

##### Teddy Bear Perfume Bottles Pay as Toys

No. 1535.—TEDDY BEAR PERFUME BOTTLES, ETC.—Protest 69406-G/8115 of Monteros & Co. (New Orleans).—Merchandise described as banana noisemaker and teddy bear perfume bottles classified as toys at 75 per cent ad valorem under paragraph 1414, tariff act of 1922, is claimed dutiable as manufactures of paper at 35 per cent under paragraph 1313, or as manufactures of cotton at 50 per cent under paragraph 910.

Opinion by Sullivan, J. The case was submitted on the official samples. As the court by merely inspecting the samples was unable to determine whether the collector was in error, the protest was overruled.

##### Protest Lost on Soap in Bars, Powder and Cakes

No. 2706.—Protests 115660—G/72003, etc., of Vincent De Messimy (Chicago). Soap in the form of bars, powder, and 4-ounce cakes classified at 30 per cent ad valorem under paragraph 82, tariff act of 1922, is claimed dutiable at 15 per cent under the same paragraph as castile soap.

Opinion by McClelland, J. It was established by the evidence that the soap in question contains practically no olive oil, and that the recognized standard for castile is a soap made of olive oil or containing a large percentage thereof. On the evidence submitted, the protests were overruled. Abstracts 50087, 51744, 611, and 644 noted.

##### Glass Bottle Importers Win Low Rates

No. 1656.—BOTTLES—CHEMICAL GLASSWARE.—Protest 123921-G of Henry Heil Chemical Co. (St. Louis).—An item of "Rollflaschen mit Griffstopfen" classified as chemical glassware at 65 per cent ad valorem under paragraph 218, tariff act of 1922, is claimed to be plain bottles dutiable at 1 cent per pound under paragraph 217.

Opinion by Sullivan, J. On the record presented it was held that the item in question is dutiable at 1 cent per pound under paragraph 217 as claimed.

##### Castile Soap Assessed as Not Legally Marked

No. 2615.—MERCHANDISE NOT LEGALLY MARKED—CASTILE SOAP.—Protest 26906-G of D. Antoline & Co. (New York).—In this case castile soap was assessed with additional duty as not legally marked. Opinion by Adamson, J. On the record presented the protest was overruled.

#### American Bottlers' Beverage Exposition

Announcement is made by the American Bottlers of Carbonated Beverages, at its headquarters, 726 Bond Building, Washington, that already more than 70 per cent of the space has been reserved for the Beverage Exposition in connection with its annual meeting in New Orleans November 14 to 18. Of 244 spaces 172 have been allotted to 110 exhibitors.

Among the exhibitors so far slated are the Economic Machinery Co., Worcester, Mass.; Jack Beverages, Inc., New York; Illinois Glass Co., Alton, Ill.; Pfaunder Co., Rochester, N. Y.; Virginia Dare Extract Co., Brooklyn, N. Y.

#### Peru Restricts Toiletory Imports

A decree has recently been promulgated by the government of Peru which will have a direct effect upon numerous manufacturers of toilet preparations in the United States, according to information received from Establecimientos Leonard, S. A.

The decree, which was effective April 16, prohibits the importation of all creams, dentifrices, hair dyes and skin creams unless they are registered and analyzed by the Public Health Department in Lima. The method of handling registrations has been prescribed in a regulation, copies of which have been transmitted to Peruvian consuls throughout the world.

In order to comply with the requirements, every manufacturer is advised to send a power of attorney to some pharmacy in Peru in order that they may verify the registration of the product.

#### Venezuela's Cosmetics Demand Active

Consul Henry M. Walcott, at Caracas, reports that drugs and medicines imported into Venezuela in 1925, the latest period for which statistics are available, were valued at \$1,134,179, as against \$895,533 in the preceding year. The United States, in 1925, supplied goods valued at \$543,856, while France furnished \$256,263 and the imports from Germany were valued at \$98,329.

There is also an active demand for perfumery, toilet waters, soaps, tooth-pastes, cosmetics and package dyes. The United States has a large share in this trade, although France is supplying the greater part of the perfumery and toilet waters.

#### Essential Oils from Asia

A message from Tashkent says that the botanical institute of the Central-Asiatic University has made experiments in the distillation of volatile oils for the perfumery industry from local wild plants. The experiments were financed by the Zhirkost (Fat and Bone) Trust, which hopes to substitute oils manufactured in the Soviet Union for imported ones. Over sixty plants with large contents of volatile oils have been discovered in the mountain regions near to Tashkent.

#### Butyl and Iso-propyl Alcohols in Europe

Reports reaching the Department of Commerce through Consular officers in Europe indicate that the use of butyl and iso-propyl alcohols as substitutes for ethyl alcohol in the manufacture of the cheaper types of perfumery is steadily increasing. Investigations are under way in several countries to consider what duties or restrictions, if any, should be placed upon the use of these products.

# Activities of Associations and Societies

## Spice Trade Elects New Officers

The twenty-first annual convention of the American Spice Trade Association was held on Tuesday and Wednesday, May 10 and 11, at the Hotel Astor, this city.

On the opening day, the annual meeting of the Spice Grinders was held and reports of the chairman and several committees were given. The Executive Committee elected for the coming year included Chas. H. Hanson, chairman, of Thomas & Taylor Co., Chicago, Ill.; N. S. Dillingham, of D. & L. Slade Co., Boston, Mass.; N. L. Schmid, Woolen Spice Co., Toledo, Ohio; F. E. Stillman, Jas. H. Forbes Tea & Coffee Co., St. Louis, Mo.; and I. Fitzpatrick, Knickerbocker Mills Co., this city.

In the evening a stag dinner was served at the Hotel Astor with a theatre party following.

On Wednesday, the following officers of the American Spice Trade Association were elected: President, J. B. Elliman, of Rutger Blecker & Co.; vice-president, B. H. Old, of B. H. Old & Co., Inc., and J. P. Knight, treasurer, of Irwin-Harrison-Whitney, Inc. A. Joensson and N. S. Dillingham were appointed directors to serve two years. The directors to serve a one-year term included Lester Wallace and William Archibald, Jr.

Those on the Arbitration Committee are John Clarke, P. W. Walsh, I. B. Catz, John L. Sipp, and Ernest L. Prior. J. S. Murphy, W. Archibald, Jr., L. M. Trafford, C. V. Armstrong and J. C. Wirtz were appointed on the Alternate Arbitration Committee.

## Pharmaceutical Manufacturers' Program

The twentieth annual meeting of the American Pharmaceutical Manufacturers' Association opens in Asheville, N. C., May 22. The business sessions of the convention are being held at the Grove Park Inn, which is headquarters for the delegates. An attractive program, including both business meetings and entertainment features, has been arranged by the committee.

The business sessions include meetings on five days, beginning May 23. The entertainment program will begin on Sunday, May 22, with an auto ride and a hiking party. The qualifying round of the golf tournament will be played the following afternoon with a tea and reception for non-golfers and ladies. On Tuesday the committee has arranged a trip to Mt. Pisgah, returning to the hotel for dinner. The final rounds of the golf tournament will be played the following afternoon with an organ recital and dancing in the evening. The annual banquet on Thursday evening will be featured by the awarding of prizes for the golf tournament and by special entertainment.

The convention will close with the business session on Friday morning in order to enable the delegates and guests to catch the afternoon train out of Asheville.

## Paris Perfume Exposition Dates

Plans are now complete for the exhibition of the perfume, soap and allied industries, to be held in Paris, starting June 1 and ending June 15. Most of the leading French perfumers have taken space and will be represented with exhibits.

## Glass Container Association Meets

The annual convention of the Glass Container Association, held at the Marlborough-Blenheim Hotel, Atlantic City, May 5 and 6, was marked by the re-election of Frank Ferguson, of the Illinois Glass Co., as president. Other officers chosen were as follows: Vice-presidents, P. I. Heusler, Maryland Glass Corporation, Baltimore, and W. H. McClure, of the Hazel Atlas Glass Co., Wheeling, W. Va.; secretary and treasurer, R. E. Walker, of the Turner Glass Co., Terra Haute, Ind.

Besides an address of welcome by Governor Moore, of New Jersey, among the interesting features on the program were the following: Address on "Advertising and Sales Promotion," Andrew H. Melville, director of re-

search the Conde-Nast publications; address on "Developing Markets for Fruits and Vegetables by Advertising and Publicity," James Moore, president, New York Canners, Inc.; report of the Publicity Committee, outlining advertising, publicity and merchandising work of year, together with plans and recommendations for the future, I. R. Stewart, chairman, Anchor Cap & Closure Corporation.

The report of Judge I. G. Jennings, business manager, showed the association to be in a prosperous condition.



FRANK FERGUSON

showed the association to be in a prosperous condition.

## U. S. Chamber for Trade Reforms

Resolutions adopted by Chamber of Commerce of the United States in convention at Washington, during the week of May 2 pleaded for a reduction in corporation taxes and a revision of postal rates by Congress and the elimination of all wasteful practices and trade abuses by the formation in each trade of representative committees to seek out and define trade abuses and cooperate with the Federal Trade Commission in their elimination.

The Chamber also went on record as favoring a grant of authority to the President to centralize all public health activities of the federal government, exclusive of the Army, Navy and Veterans Bureau. The agency charged by the President with responsibility of supervising these activities should be empowered, the resolution recommended, to delegate experts to various government departments, to universities or general research organizations looking towards the improvement of public health.

Lewis E. Pierson, chairman of the board of the American Exchange-Irving Trust Company, New York City, was elected president of the Chamber for the ensuing year, succeeding John W. O'Leary, of Chicago. Four vice-presidents also were elected: Eastern division, A. J. Brosseau, president of Mack Trucks, Inc., New York City; Southern division, Robert R. Ellis, Memphis, Tenn.; North Central division, William Butterworth, Moline, Ill.; Western division, Paul Shoup, vice-president of the Southern Pacific Railroad.

### For International Hairdressers' League

American hairdressers are acting in concert with members of their profession in European countries for the formation of a League of Nations of Hairdressers. The plans being formulated look forward to the creation of an international commission at a meeting in Paris next Autumn.

The American hairdressers will make a trip abroad this year under the auspices of the National Hairdressers' Association of this country. They will meet their European fellow-professionals in Paris in September, when the proposed League will no doubt come into active existence. The American branch has been invited to cross the ocean by the French, English, German, Austrian, Belgian, and other nationally organized bodies of hairdressers, primarily to place the hairdressing profession of the entire world in close touch.

The American party will be headed by Charles W. Godefroy, president of the National Hairdressers' Association and the officers of that body. In the American party will be representatives of each state organization. Discussions on topics relating to the advancement of the profession will be engaged in. Uniformity in styles will be sought. Both European and American hairdressers are desirous of establishing uniformity in fashions of coiffure, as they are convinced that greater progress will be made when they are not in conflict.

The National Hairdressers' Association is continuing its campaign against anti-cosmetic legislation and against misapprehension on the part of the public as to danger in the use of reliable cosmetics, hair dyes, facial washes and lotions.

### Druggists' Research Bureau

Announcement has been made that the recently organized Druggists' Research Bureau was formed and is being directed by a joint committee of the National Wholesale Druggists' Association, the National Association of Retail Druggists and the American Association of Colleges of Pharmacy. The announcement was made to correct misapprehension on the part of some who had believed the new bureau to be an exclusive creation of the National Wholesale Druggists' Association.

### A. S. T. M. Meeting Plans

The American Society for Testing Materials has issued its provisional program for the convention which will be held at French Lick Springs, June 20 to 24. In addition to the regular business sessions, golf and tennis tournaments, an informal dance and smoker and the 25th anniversary dinner will be held. Headquarters of the meeting will be the French Lick Springs Hotel. President J. H. Gibboney has placed the convention in the hands of a committee headed by W. H. Finkeldey.

### Salesmen's Association Meeting

The Salesmen's Association of the American Chemical Industry held its regular meeting at the Elmwood Country Club, Paterson, N. J., on May 20. The principal business of the meeting was a vote on a proposed change in the constitutional method of electing officers of the Association.

### Manufacturers to Meet in the South

The National Association of Manufacturers will hold its annual convention in Chattanooga, Tenn., October 24, 25 and 26. John E. Edgerton, president, announced recently.

### Syndicate of the Grasse Perfumers

The Syndicat des Parfumeurs de Grasse et des Alpes Maritimes elected its new board at its last meeting. Paul Morel, the well-known Grasse manufacturer, who for the last two years has so successfully managed the syndicate as president, has been unable to keep this position, notwithstanding the unanimous desire of his co-workers. He was only willing to accept the vice-presidency, which he was asked to do in order to secure for the new board the help of his experience and assure the continuance of the work of the syndicate.

Elie Maunier, honorary manager of Etablissements Chiris and counselor of the Export Trade of France, was appointed president by a unanimous vote. The following are now members of the board of the syndicate: President, Elie Maunier; vice-president, Paul Morel; secretary, M. Lefevre; treasurer, Xavier Gobry.

### Philadelphia Drug Exchange Elects

At the sixty-sixth annual meeting of the Philadelphia Drug Exchange, Herbert McIlvaine, of McIlvaine Brothers, was elected president for the coming year. Other officers elected were as follows: vice-president, John F. Belsterling; secretary, Joseph W. England; treasurer, A. L. Hilles, Jr.; board of directors, C. Mahlon Kline, C. Dunning French, Benjamin S. Thorp, H. K. Hine, Harrison S. Hires, F. L. Bodman, Walter V. Smith, Milton Campbell. The meeting was followed by the annual dinner of the exchange at the Bellevue-Stratford.

### German Chemical Conventions

The fortieth annual convention of the Vereins Deutscher Chemiker will be held this year at Essen. The dates selected are June 7 to 12, inclusive. At the same time the Deutsche Gesellschaft für Chemisches Apparatewesen (Dechema) will hold its fifth exposition of chemical apparatus. This exposition, which is known as "Achema," is designed to bring to the attention of chemists and executives the products of the manufacturers of chemical apparatus in Germany.

### Chemists Honor Dr. Mendel

The American Institute of Chemists met at the Chemists' Club, 52 East 41st street, New York, May 11, and awarded a gold medal, given annually to the chemist whose contribution to science has been outstanding, to Dr. Lafayette Benedict Mendel, professor of physiological chemistry at Yale University. Dr. Mendel has conducted extensive research in nutrition and growth.

### Columbia University

The regular quarterly meeting of the College of Pharmacy of Columbia University was held at the College on May 17. The ninety-seventh annual commencement exercises are to be held at Carnegie Hall on May 26. Those desiring to attend the commencement exercises are requested to apply for tickets to the office of the registrar, 113 West 68th street, New York City.

### More Than Worth the Money

(Harding & Co., Toilet Preparations, New York)

Your magazine is more than worth the money and should be in the hands of every manufacturer of perfumes and allied lines.





Luxor, Ltd., Chicago and New York, has been appointed sole distributor in the United States for the perfumes and toilet preparations of Lucien Lelong, of Paris. The selling and distribution are in charge of Stanley Smith, of Luxor, Ltd. Plans call for marketing of the Lelong products in department stores and specialty shops. Distribution was started in a small way at the Southern resorts and according to Mr. Smith has been broadening rapidly since his company assumed control of the work.

The Los Angeles Soap Co., Los Angeles, Cal., has purchased a plot of ground in Fresno and in the near future will begin the erection of a building to house its Fresno warehouse and office. Tentative plans of the company call for the erection of a one-story building 100 x 100 feet to contain space for the office, warehouse, recreation rooms and kitchenette for use of the employees of the branch.

The Excelsis Products Co., the home office of which is located at Salt Lake City, Utah, has opened a branch office at 1328 Lawrence street, Denver, Colo. The company manufactures 130 different items of food products, extracts, toilet articles and cosmetics. L. R. Fairbanks of Salt Lake is president of the company. Claude Russell will be the Denver manager.

A new company, under the name of Taylor's (Cash Chemists) Trust, Ltd., has recently been registered to take over and extend the business of Taylor's Drug Co., Ltd., and Prichard & Constance (Manufacturing), Ltd. It is claimed that the new company comprises the largest group of manufacturing and retail druggists entirely under British control. Taylor's Drug Co., Ltd., was originally founded nearly 50 years ago, and now owns 171 freehold and leasehold drug stores, chiefly through the north of England, and also has a fully equipped modern factory at Leeds, stated to be capable of supplying 200 branches.

Prichard & Constance (Manufacturing), Ltd., are the proprietors of Amami toilet preparations, and have a modern and fully equipped factory in London.

The total authorized capital is one million pounds, divided in 880,000 cumulative preferred ordinary shares, par value £1, and 2,400,000 deferred ordinary shares of £1 each. The new company is now making an issue of £520,000 to cover the purchase of share control in the two companies mentioned above. It is stated that the balance of the authorized capital will be made use of from time to time for the extending of the company's chain of stores, and its manufacturing and distributing facilities. The company is said to have important connections in the general drug trade of the United Kingdom.

Sales offices of Helena Rubinstein will be moved from the former address in Long Island City to more convenient quarters at 8 East 57th street, New York City. Other departments of the Rubinstein business will be conducted from the former address, 65 First avenue, Long Island City, N. Y.

Frank J. M. Miles has resigned as vice-president, in charge of manufacturing operations of Houbigant, Inc., New York, effective July 1, 1927, and on that date will become



FRANK J. M. MILES

associated with Colgate & Co., in an executive and advisory capacity. Mr. Miles has been vice-president of Houbigant, Inc., since July, 1926. For five years prior to that time he was vice-president and chemist for Cheramy, Inc., a subsidiary company of the Houbigant interests.

Mr. Miles is one of the best known men in the industry. He has been identified with several well-known lines which have met with widespread success. Prior to his connection with Cheramy, Inc., he was for some time perfumer and manufacturing superintendent for the Melba Manufacturing Co., Chicago. The exact nature of his new duties remains to be worked out between Mr. Miles and officials of Colgate & Co.

In an interesting advertisement recently published in *Printers' Ink* is given a list of advertisers in the *Ladies' Home Journal* who have been continuously represented for 20 years in that publication. In the first 10 names on the list, six are members of or are closely associated with our industries.

Procter & Gamble Co. leads the list with 43 years continuous advertising. The Pro-phy-lac-tic Brush Co. is second with 39 years. Armour & Co. is fifth on the list with 34 years, a record which is equalled by the Packer Manufacturing Co. Colgate & Co. follows with 33 years and the Mennen Co. with 32 years. Other firms mentioned in the advertisement are the Bon Ami Co., 25 years; Mum Mfg. Co., 25 years; Andrew Jergens Co., 21 years, and the Palmolive-Peet Co., 21 years.

Harold Kinmonth, exclusive representative of Perfumeria Gal, Madrid, Spain, has moved to more convenient quarters at 551 Fifth avenue, New York City.

The report of V. Vivaudou, Inc., New York, and subsidiaries for the year 1926 shows a net profit of \$1,324,730, after expenses and reserve for Federal taxes. After allowing for dividends paid and accrued on the preferred stock, the balance of \$1,212,687 is equal to \$3.39 a share earned on 358,020 shares of no par common stock. In 1925 the company reported a net profit of \$446,966 before Federal tax reserves.

Gross sales were \$5,312,980 in 1926, against \$3,381,086 in 1925, and the operating profit was \$1,418,966, against \$508,364 in 1925. The surplus, after dividends, was \$843,123 on December 31, 1926. In 1925 there were no dividends.

President McHugh's report adds that full advantage could not be taken in the first quarter of 1927 of the Parfumerie Melba, Inc., business, but that sales were in excess of the volume of the corresponding period in 1926.

Occupation of the "V. Vivaudou, Inc., Building" at 233-245 Spring street, New York, was scheduled for May 20.

The subsidiaries of the company as at present listed are as follows, with their net investment values: Parfumerie Melba, Inc., \$1,346,641; Parfumerie du Monde Elegante, \$138,275; V. Vivaudou of Canada, Ltd., \$33,802. All officers were reelected at the annual meeting, May 17.

Stephen R. Davenport, of the export department of Colgate & Co., left March 28 on a business trip around the world. The first lap of the trip took him cross country to San Francisco with stop-overs at Cleveland and Chicago.

John K. Colgate, son of Russell Colgate, will join him in San Francisco. They will travel around the world together. Mr. Colgate recently left Yale to take this trip with Mr. Davenport. According to their itinerary Messrs. Colgate and Davenport will be gone for a year.

Jean Godillot, managing director, and Jacques Raimbault, secretary of L. T. Piver, Paris, sailed on the *Paris* May 14 after a visit to the American branch of their firm, L. T. Piver & Co., Inc., New York, of which Mr. Godillot is president. Both expressed satisfaction with the growth of their business in the United States and with the manner in which the business of the branch house is being conducted.

J. Lesquendieu, Inc., New York, cosmetics, has appointed Albert Frank & Co., New York advertising agency, to direct its advertising account beginning September 1. Magazine, business paper, direct mail and newspaper rotogravure advertising will be used.

The products of this company include Tussey lipsticks, Eclador nail polish, Veloute de Pêches (cream powder base) and Flozor.

Innoxa Laboratories, Inc., importers of Innoxa Preparations, have opened executive offices at 23 Beaver street and showrooms at 303 Fifth avenue, New York. Jacques Boue, formerly with Houbigant, has been appointed sales manager. J. S. Wynne will have charge of the Metropolitan district.

The Watauga Extract Co., of Elizabethton, Tenn., is making improvements and alterations to its plant at a cost of about \$15,000. The production system will also be changed.

Parfumerie Armin Degener, Manhattan Borough, New York City, has increased its capital stock from 200 to 5,000 shares, of which 2,500 are \$100 each; 2,500 common, no par.

F. E. Watermeyer, president of Fritzsche Brothers, Inc., returned to New York, May 17 from his trip to the Pacific Coast, accompanied by Mrs. Watermeyer. They made the westward trip by the Panama Canal and returned by the Grand Canyon route.

John H. Woodbury and the John H. Woodbury Laboratories, Inc., have appointed J. X. Netter, Inc., New York advertising agency, to direct their advertising. Magazines, farm papers and mail-order mediums will be used.

Cards have been received from Sam Schwarz, senior member of the firm of Polak & Schwarz, Amsterdam, Holland, announcing the birth on May 1, of a son, Paul. We are pleased to report that mother and son are doing well.

Prof. Curt P. Wimmer completes this year the twenty-fifth anniversary of his graduation from the College of



DR. C. P. WIMMER

Pharmacy of Columbia University, New York City, and his twentieth year as a member of the faculty of that college. Prof. Wimmer is well known in the toilet preparations industry, to which he has given much of his time in research work for some of the foremost perfumers; as director of courses in cosmetics and raw materials at the College of Pharmacy; as contributing editor of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW. His interesting address at the

banquet of the Atlantic City meeting of the A. M. T. A. is published on page 144 of this issue.

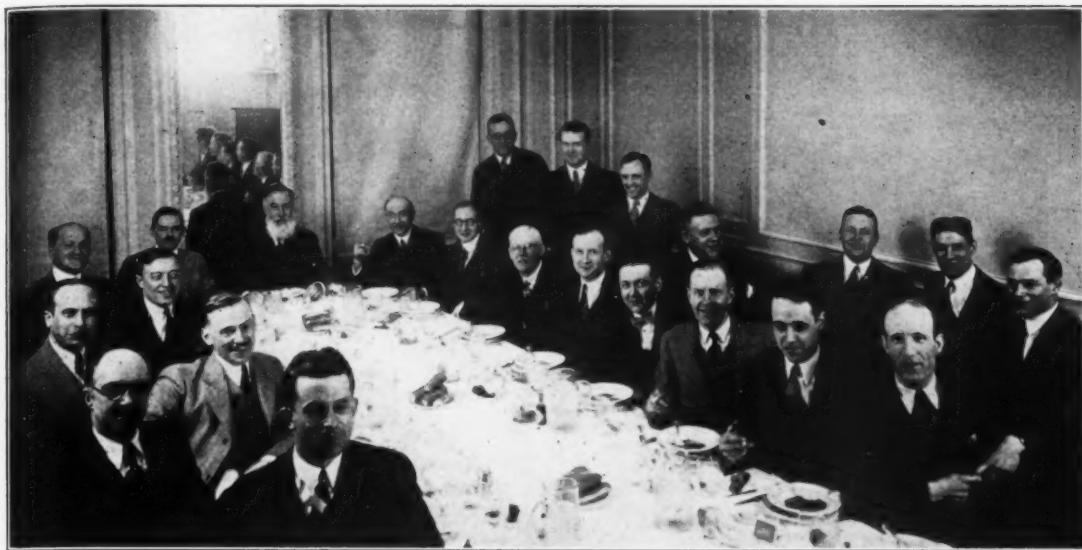
A group of business men headed by Allan L. Williams of Indiana Harbor, Ind., has purchased the assets of Rahm, Williams & Co., manufacturers of toilet preparations, which firm has been in the hands of a receiver. The business will be continued under the name Rahmalin Laboratories at East Chicago, Ind.

Fernand Javal and Yvan Droz of the Paris perfumery house of Houbigant who have been spending a few weeks at the American branch of their company in New York City sailed for home on the *Paris*, May 14.

Mr. Javal and Mr. Droz are annual visitors to the American market. They expressed themselves as greatly pleased with the business of the American branch during the past year, and optimistic for the prospects for future business in this market.

E. H. Coupey of Coupey Fils, New York City, has returned from his first trip through the Middle West in the interest of his company. He visited the trade in St. Louis, Chicago, Buffalo and Cincinnati, and was very favorably impressed with the reception accorded him everywhere.

Mr. Coupey has been associated with the concern for three years during which time the company has shown commendable progress. An associated company which Mr. Coupey also represents is Coupey Fils & Dehais of Paris.



ANNUAL DINNER GIVEN IN HONOR OF THE MESSRS. XAVIER AND LEON GIVAUDAN, HOTEL BREVCORT, APRIL 22, 1927  
Outer Circle: W. A. Bush, E. T. Booth, Dr. M. Szamatolski; Standing: R. B. Durell, Ph. Chaley, R. M. Stevenson;  
Seated: C. L. Weston, Dudley F. Lum, Edward Butz and John Meyer.  
Inner Circle: John F. Linder, H. L. Shaftoe, M. Lemmermeyer, Dr. Eric C. Kunz, Xavier Givaudan, Leon Givaudan,  
Dr. G. A. Geiger, H. H. Sawyer, W. H. Adkins, H. F. Duffy, C. L. Armstrong, G. M. Warren and R. J. Weber.

Givaudan-Delawanna, Inc. recently held their annual sales meeting at the New York offices, 101 Fifth Avenue, New York City. Representatives were present from all parts of the country to meet Xavier and Leon Givaudan, principals of L. Givaudan & Cie. of Geneva, parent house of Givaudan-Delawanna, Inc., as well as the management and the other members of the organization.

The meeting was opened by Dr. Eric C. Kunz, vice-president and executive manager, with a speech of welcome. Dr. Kunz expressed his appreciation for the fine cooperation and enthusiasm displayed throughout the organization in the many different departments. He particularly stressed the point that Givaudan-Delawanna, Inc., has, in his opinion proved to be an important influence in bringing about low prices on synthetic aromatic chemicals in America. He pointed out how older methods of operation are constantly being superseded by newer and more efficient processes, and so, with the aid of increased production, the present prices

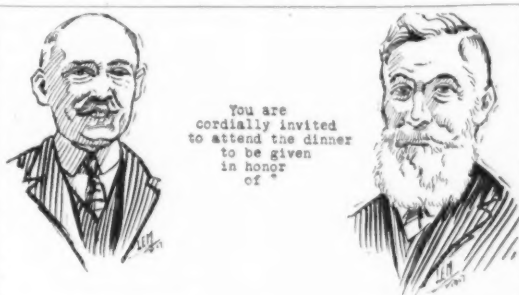
have been made possible. There have been many important accomplishments during the past year and the company has made exceptional progress in increasing sales and obtaining new friends.

The sales representatives were conducted on a personal tour of the plant by Dr. Szamatolski, and many expressions of astonishment were made at the new and up-to-date buildings and increased facilities evident everywhere.

The accompanying photographs show the group at the annual dinner and the menu with sketches of Xavier and Leon Givaudan by M. Lemmermeyer, of the sales organization.

Leon and Xavier Givaudan sailed for home on the *Paris*, May 14, after a month spent in a visit to the American branch.

Walter W. Fox, formerly with Melba, Inc., of Chicago, for seven years and previously with the Jennings Co., of Grand Rapids, has been appointed consulting perfumer for Parke, Davis & Co., Detroit.



Mr. Leon Givaudan and Mr. Xavier Givaudan  
at the  
HOTEL BREVCORT  
Fifth Avenue and Eighth Street  
New York  
Friday, April 22nd, 1927  
at  
seven o'clock

#### MENU

Hors-d'Oeuvre a la SOPHORA  
Huitres Blue Point Sauce SCUARDIOL  
Potage LILAC VII  
Filet de Bœuf MELITTIS  
Pommes MELONAL  
Poulet Grille Maître d'Hotel GARNITURE GETONIA  
Petit Pois OPOPONAX L.G.  
Salade FEUILLES DE ROSE ROUGE  
Mousse AMARANTE  
Petite Poudre FLOREAL  
Cafe PAULOWNIA

MENU AT GIVAUDAN-DELAWANNA, INC., DINNER

Arcadia Chemical Corporation has moved from 54 Hoyt street, Brooklyn, to 442 West 46th street, New York City.

Hammill & Gillespie, Inc., who have been at 240 Front street, for seventy years, are now located in new offices at 225 Broadway, New York City.

The Harry Schneider Co., owners of the Traymore Laboratories, are now located at new quarters at 1225 Broadway, New York City.

Lehn & Fink, Inc., New York, has appointed Barton, Durstine & Osborn, Inc., to handle the advertising of the Dorothy Gray Studios and toilet preparations.

The J. W. Kobi Co., Seattle, Wash., has appointed The H. K. McCann Co. to direct the advertising of Golden Glint shampoo.

Biroto, New York, perfumes, is planning an advertising campaign using newspapers, business papers and magazines, on Debs, a solid perfume. This campaign will be handled by Warren Kelly, New York, advertising.

Tom Jones Parry, Seattle, Wash., advertising, has been appointed by the North Coast Soap & Chemical Works, of that city, to direct a territorial newspaper and direct-mail campaign.

Kissproof cosmetics, manufactured by the Delica Laboratories, Inc., Chicago, are being advertised during 1927 in a list of general magazines. The Delica company states that an appropriation of \$250,000 has been made for advertising this year.

The Frank F. Pasch Co., Milwaukee, manufacturer and distributor of water filters, flavoring extracts, and bottlers' supplies, has placed its advertising account with the Koch Co., Milwaukee advertising agency. Business papers and direct mail will be used.

A. Cousinery, director general of Les Parfumeries de Gabilla, Paris, spent about ten days early in May on his annual visit to the American representatives of his company, Everett-Gould, Inc., 116 West 39th street, New York City.

H. J. Tannenbaum, formerly with Thos. Leeming & Co., Inc., New York, has been appointed by the Gilmont Products Corporation, New York, to direct the sales of its products, "New-Mix" dental cream and Doctor New's Double Cream for Shaving.

E. J. C. Collins, who through his connection with several important enterprises is well known in the perfume and toilet preparations industry, is now connected in an executive capacity with Charles of the Ritz Hairdressing Salons.

William P. Hill, formerly president of the Pallas Manufacturing Co., has joined the Sagamor Metal Goods Corporation, New York City, in a sales capacity.

Leeben Chemical Co., successors to H. Lieber & Co., Inc., have moved to their new building at 389 Washington street, New York City.

Miss Jean Flamhaft, youngest daughter of Dr. and Mrs. Harry Flamhaft charmed a large and appreciative audience at a piano recital in the Brooklyn Academy of Music on the afternoon of April 29 by her finished skill in the interpretation of Beethoven's "Six Variations on an Original Theme," Borodin's "Sounds from a Convent" and Madame Zucca's "Valse Brillante." Little Miss Flamhaft is ten years old, but despite her age has been accepted as an artist as is evidenced by the fact that she represented the Berkeley School, one of the most exclusive schools in Brooklyn, at the concert. She is a pupil of George Folsom Granberry. Dr. Flamhaft is president of United Laboratories, Inc., New York City.

Thomas Moore, of the Bristol-Smith, Inc., New York, and representing the Sun Tube Corporation, Hillside, N. J., and the E. N. Rowell Co., of Batavia, N. Y., was taken seriously ill at Atlantic City while attending the convention of the American Manufacturers of Toilet Articles and was unable to attend the banquet of the association. He was forced to return home and the next day was operated on for acute appendicitis. His many friends will be pleased to know that he has progressed nicely since the operation.

The business of H. C. Ryland, essential oils and aromatic chemicals, 161-163 Water street, New York City, has been incorporated with a New York charter. The incorporation marks a forward step in the steady expansion of this concern which was compelled about a year ago to move into its present building at Water and Fletcher streets.

"La Corbeille de Fleurs, Inc.," an organization of employees of Houbigant, Inc. and Cheramy, Inc., held its annual reception and dance in the Grand Ball Room and Foyer of the Hotel Pennsylvania on the evening of May 4. An innovation at the annual event was a vaudeville entertainment. Music was furnished by Finlay's Orchestra and the Cottonland Serenaders.

George Lueders, of George Lueders & Co., New York City, underwent on May 3 an operation for intestinal trouble and is convalescing nicely. He is expected to be back at his desk about the middle of June.

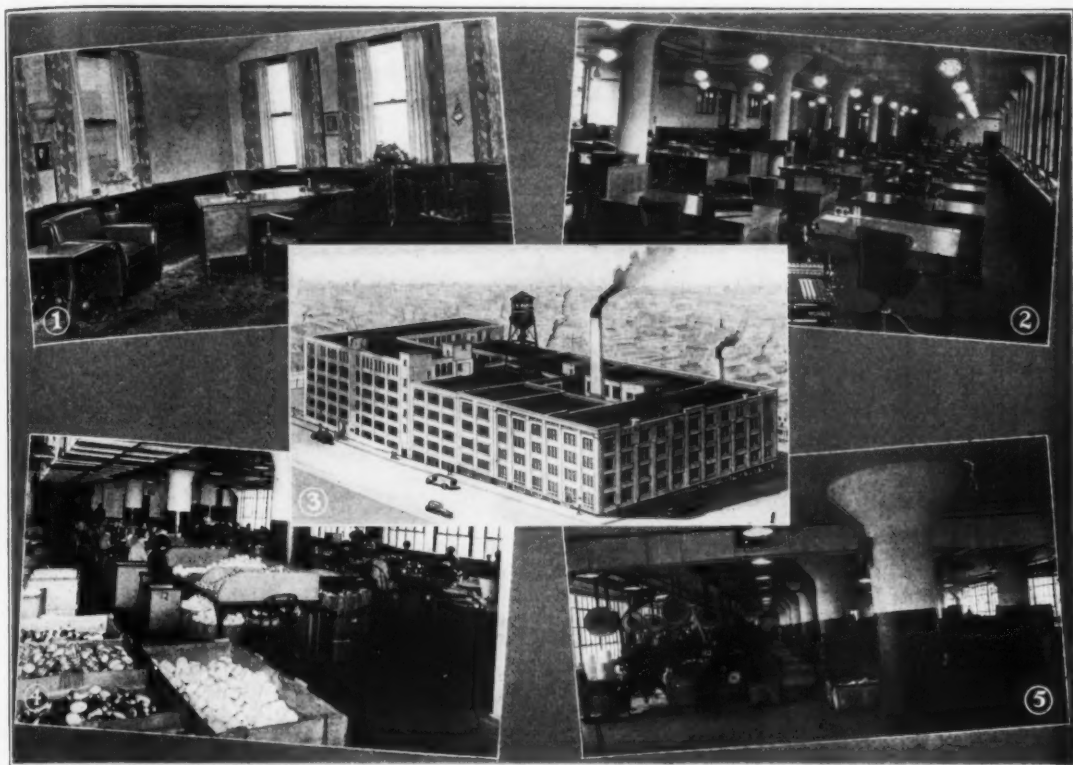
American Beauty Perfumers, specialists in the manufacture of liquid nail polish to the trade, have added G. W. Edwards, of Chicago, to their sales force. Mr. Edwards will cover the western territory.

A. W. Erickson, of the Erickson Co., New York advertising agency, at the annual stockholders' meeting was elected to the board of directors of the Duz Co., New York, soap manufacturer.

Fallis, Inc., Cincinnati, Ohio, manufacturer of Peter Pan and Wendy toilet preparations, has appointed the E. T. Howard Co., New York advertising agency, to direct its advertising account. A newspaper campaign is now being conducted on these products. Within a short time magazines and business papers will also be used.

F. X. Trimbach, formerly advertising director of the Plough Chemical Co., Memphis, Tenn., has joined Sterling Products, Inc., Cincinnati, in charge of advertising and sales.





NEW PLANT OF F. N. BURT CO., LTD.

1. PRIVATE OFFICE OF MISS CASS. 2. GENERAL OFFICE VIEW. 3. GENERAL VIEW OF EXTERIOR. 4. & 5. INTERIOR PLANT SCENES

The new factory building recently completed for the F. N. Burt Co., Ltd., manufacturers of paper boxes, is joined to the old structure at Seneca and Hamburg streets, Buffalo, N. Y., and the combined buildings occupy an entire block. The new building was erected to effect a consolidation of the plants of the Burt company and provide for the much needed additional floor space due to the steady growth of the company's business. It is six stories in height and has a floor area of approximately 175,000 square feet as compared with 105,000 square feet in the former plant.

It is built of reinforced concrete with red brick curtain walls to conform in general exterior appearance with the old building and is thoroughly modern in every respect. All of the manufacturing floors are heated and ventilated by means of a carrier system of air conditioning. By this means a constant temperature and the same relative humidity can be maintained at all times, assuring ideal working conditions for the employees.

Built in the shape of a hollow square with a large court in the center, maximum natural light is obtained in all departments. In addition, the walls and ceilings are painted a glossy white and the electric lights are so placed that if artificial light is required there is a minimum of shadows.

A modernly equipped cafeteria has been provided capable of serving 400 employees at one time. The administrative offices, formerly on the ground floor of the old building, now occupy the entire sixth floor of the new structure. Considerable care was used in laying out these offices and they

are beautiful in construction and appearance. The color scheme is buff and cream which, with the natural light obtained from the high elevation, affords each employee ideal working conditions.

The office of the manager, Miss Mary R. Cass, is particularly handsome. The room is comfortably large with windows on two sides; the ceiling is arched and, with the side walls, is finished in a brown craftex to harmonize with the walnut trim and cases.

On advertising page 134 there appears the announcement of Dodge & Olcott Co., New York, having been appointed the sole selling agents in the United States and Canada of Saisei Shono Kabushiki Kaisha for their camphor oil, ho-oil and safrol. It is interesting and of importance to know that this Japanese house, which practically acts as partner in a government monopoly and was heretofore represented in the United States by the firm of Suzuki & Co., has selected as its future representatives in this and the Canadian market an American firm and that its selection fell upon the oldest house of the American essential oil industry.

A. C. Drury & Co., Chicago, have just announced the appointment of two new representatives. M. P. White has been selected to represent the company in the Milwaukee market, while Stanley Kirsh has been appointed representative in Minneapolis and St. Paul. Donald F. Smith has been added to the Chicago sales force of the company.



NEW YORK OFFICES OF FRITZSCHE BROTHERS, INC., SHOWING EXPANSION

Fritzsche Brothers, Inc., 82 Beekman street, New York City, have again increased their office, laboratory and storage space by taking over the remainder of the first floor and basement of the building of E. R. Squibb & Sons, at 88 Beekman street.

The additional floor space on the first floor will be devoted to office space with a customers' room in the rear. Plans call for an extraordinary collection of samples to be

shown in suitable cases in the customers' room. The company expects to have samples of every known essential oil and every known synthetic on display there.

The basement provides additional facilities for the employees as well as considerable increase in space available for storage. This latest expansion, together with that reported in these columns a few months ago, will more than double the floor space used by the company.

F. H. Leonhardt, vice-president of Fritzsche Brothers, Inc., New York City, expects to sail on the *Berlin* June 7, for a brief European trip. He will visit several of the firms for which his company acts as American representative.

William Hosken, president of Hosken & Co., New York City, sailed on the *Columbus* April 22 to be gone for six weeks on a business trip to England, France, Switzerland, Holland and Germany.

John Buslee, of Neumann-Buslee & Wolfe, Chicago, Ill., and Mrs. Buslee sailed from New York on the *President Wilson* on April 28 for a trip to the Pacific Coast by way of the Panama Canal. On advertising page 117 Mr. Buslee's firm calls attention to part of its line of flavors.

Charles C. Myers, who has been San Francisco representative for W. J. Bush Citrus Products Co., is moving to Southern California in the interests of the company. His new address will be 2028 North El Molino street, Altadena, Cal.

The naval stores branch of the business of Isaac Winkler & Bro. Co., of Cincinnati, Ohio, will be discontinued with the resignation of Wilmer H. Crawford as vice-president of the company.

C. A. Swan, of Antoine Chiris & Co., Inc., New York, sends a card from Paris announcing his arrival there on a trip to the parent firm, Etablissements Antoine Chiris, Paris, and Grasse.

C. H. Bourguet of Lautier Fils, New York, with Mrs. Bourguet and their son, expect to sail on May 21 for a brief European trip. They will visit the headquarters of Lautier Fils in Grasse.

Sun Tube Corporation, Hillside, N. J., publishes between advertising pages 56 and 57 of this issue an exceptionally handsome insert showing the product of the company as a container for Ipana tooth paste.

Evidence that business men are using long distance telephone lines more freely than ever is contained in a statement just issued by the American Telephone and Telegraph Co. The long distance calls handled by this company during the first quarter of 1927 showed an increase of 11 per cent over the same months of 1926.

Walter S. Gifford, president of the company, said the first three months of 1927 have shown a continuation of satisfactory telephone business throughout practically the entire Bell System.

He pointed out that about 8,200,000 long distance calls were made, as compared to 7,370,000 for the same period in 1926.

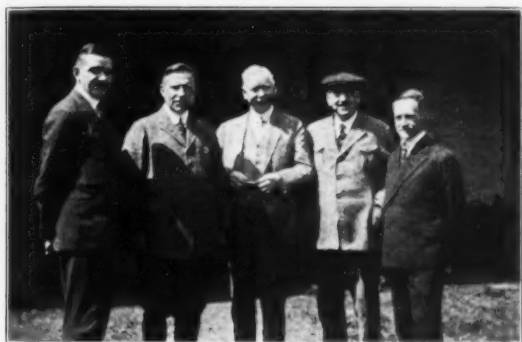
Edwin Seebach of Chemical Works Flora, Dubendorf-Zurich, Switzerland, sailed for Japan on the *Empress of Canada* which left Vancouver, April 21. During his stay in the United States, Mr. Seebach made his headquarters with O. A. Brown Co., Inc., New York City, American representatives of his firm.

Burton T. Bush sailed on May 10 for a visit to European production centers of perfumery raw materials. Mr. Bush plans to visit Paris and Grasse. He will be away about six weeks.

Change of control of the U. S. Industrial Alcohol Co. became apparent April 21, when the annual meeting of stockholders elected six new directors representing the Air Reduction and Percy A. Rockefeller interests. The new directors are S. G. Pryor, Guy Carey, E. B. Adams, G. H. Walker, F. T. Bedford and C. E. Adams. Retiring directors who were re-elected include R. R. Brown, E. J. McIntosh, G. S. Brewster, A. H. Larkin, J. S. Bache, J. H. Harding and H. A. Arthur. R. R. Brown continues as president of the company. In a statement issued after the meeting, the new management and Mr. Brown, representing the former control of the company, stated that no change in the policy of the concern was contemplated by the new control. The new directors are pledged to do all they can to aid the existing management of the company.

Mr. Adams has been elected chairman of the board, a newly created office in the company.

Carl Schaetzer, president of Morana, Inc., New York City, returned on the *Albert Ballin*, May 16, from a six



HERR GOSEBERG, DR. WILHELM HAARMANN, DR. KERSCHBAUM, DIRECTOR AXT. IN THE CENTER, CARL SCHAEZTER, PRESIDENT OF MORANA, INCORPORATED, NEW YORK

weeks' European trip. As announced in the adjoining column, Mr. Schaetzer signed a contract calling for representation of Haarmann & Reimer in the United States by his company. He also visited the Grasse flower fields in company with officials of Bruno Court, including Mme. Camille Merle, principal owner of Bruno Court, her son-in-law, A. Blanqué, and Joseph Mouton, managing director. The accompanying photograph was taken in Holzminden, Germany, during Mr. Schaetzer's visit to Haarmann & Reimer.

A limited liability company has been formed in Paris by Amédée-Henry Chabrier and André-Marie Chesnay with an authorized capital of 600,000 francs for the duration of 99 years, beginning retroactively on July 1, 1926. The new company is authorized to manufacture and sell perfumery in general and hair dyes, and all articles pertaining to these products.

The company will take over the business of Mr. Chabrier in similar products, which he has conducted at 48 passage Joffroy and 10 rue Grande-Batelière, Paris.

In connection with the recent appointment by Haarmann & Reimer, of Holzminden, Germany, of Morana Incorporated, New York, as exclusive sales agents for the United States and Canada, our attention has been directed to the very interesting history of the former company. The firm was started in 1874 by Dr. Wilhelm Haarmann, who is still its active head. This was the first firm organized for the production of synthetic aromatic chemicals and as such may be called the pioneer in this particular industry. Its first product was synthetic vanillin which it manufactured under a process invented by Dr. Haarmann and Dr. Ferd. Tiemann. The first vanillin process was that of oxydizing



DR. WILHELM HAARMANN

the glucoside coniferin, but this was difficult and expensive and in 1876 production by oxidation of eugenol, principal constituent of oil of cloves, was developed. There followed a substantial reduction in price and a considerable increase in the use of the product.

In 1876, Dr. K. Reimer, inventor of a process for synthetic production of salicylic aldehyde and of coumarin, entered into partnership with Dr. Haarmann, the firm being thereafter known as Haarmann & Reimer. Gradually its activities expanded by the adding to its line of other synthetic perfume bodies that had been developed in the industry, until more than one hundred products were being manufactured by the company. These developments of the synthetic chemical industry have contributed largely to the growth of the perfume and toilet preparations industry.

In 1893 Haarmann & Reimer developed and introduced the synthetic violet perfume body "Ionone." The discovery of "Ionone" was the result of the investigation of irone,



PART OF THE HAARMANN & REIMER PLANT AT HOLZMINDEN

the fragrant body of orris root, carried on in the Haarmann & Reimer laboratories by Dr. P. Krueger under the guidance of Dr. Tiemann.

The development of "Ionone" gave a tremendous impetus to the synthetic aromatic industry in that it developed a new interest in the older synthetic perfume bodies that was quickly followed by a remarkable rise in the use of

these products, and resulted in the undertaking of research into the nature of the perfumes of many other natural products, both by Haarmann & Reimer and by other firms engaged in similar work. In the course of this research the various firms in the industry investigated oils of neroli, ylang ylang, and later those derived from the flowers of the famous Grasse district, cassie, jasmin, narcissus, carnation, tuberose and violet. Still later work was done on such garden flowers as lilac, lily of the valley, hyacinth and others. Along with the other aromatic chemical manufacturers, Haarmann & Reimer had an influential part in this work.

These investigations have been instrumental in correcting many misapprehensions regarding the nature and constituents of the various floral perfumes and its developing the best in actual practice in the manufacture of perfumes and toilet preparations.

The American Can Co. is negotiating for a site in Jersey City preparatory to the construction of a manufacturing plant at a cost of possibly \$10,000,000. The plans have not been completed, it was said at the offices of the company recently. The plant will employ something like 4,000 persons, it is understood.

The trade is always interested in news of the activities of Warren E. Burns. Latest copies of the *New Port Richey Press*, New Port Richey, Fla., state that Mr. Burns' firm has purchased the water supply system of the city. In addition, a new golf course is being laid out at Jasmin Point, in which Mr. Burns is interested.

A recent copy of the *Press*, carries the news that Thomas Meighan, movie star, has purchased several lots from the Burns-Becker Corporation, of which Warren E. Burns is the principal. The lots are in Jasmin Point, where Mr. Burns has his home, and Mr. Meighan expects to erect a winter home on the property.

Business troubles since our last report:

Strand Drug Co., 813 Eighth avenue, New York. Liabilities, \$20,971; assets, \$23,123, main item being stock and fixtures, \$20,000. Principal creditors are Marks and S. Goodelman, \$5,750, secured; Houbigant, not stated.

Paul Pisculli, doing business as Wurster's Pharmacy, 496 South Broadway, Yonkers.—Liabilities \$26,297, excluding the claims of nearly 200 unsecured creditors which are not listed; assets \$11,428, main item being stock, \$11,000. Charles Wurster is listed as a secured creditor on a claim for \$12,800.

Benjamin Baum, pharmacist, 609 West 173rd street, New York, received a discharge from bankruptcy.

Edward J. Reardon is now in charge of the advertising of the Passaic Metal Ware Co., Passaic, N. J., with which he has been connected ever since he completed his studies at New York University.

Irving W. Greenberg, Ch. E., Ph. D., who, during the past six years, has been engaged in research and production work on the various technical products, and for the last year has acted as research assistant to Prof. Marston T. Bogert of Columbia University, will take charge of research work on the finer synthetic aromatic chemicals for the C. E. Ising Corporation, Flushing, New York, about July 1.

W. K. Burnside, governing director of W. K. Burnside Pty., Ltd., Melbourne, Victoria, has been spending a few weeks in a visit to the American market, including New York City, of course. Mr. Burnside's company is extensively interested in the eucalyptus oil industry.

Doane Hage, New York representative of Arthur Colton Co., Detroit, Mich., has moved into more convenient quarters at 303 Fifth avenue.

E. N. Rowell, president of the E. N. Rowell Co., Batavia, N. Y., and Mrs. Rowell have returned from a three months' stay at their winter home in Rockledge in the beautiful Indian River section of Florida. Mr. and Mrs. Rowell stopped in New York on their way home.

Etienne Descollonges, senior partner in Descollonges Freres, Lyon, France, arrived on the *France* on May 7 for a month's visit to the American market. While in this country he is making his headquarters with Benj. French, Inc., New York City, American representatives of his house. During his stay in the United States, Mr. Descollonges, in



C. M. STRANG, ETIENNE DESCOLLONGES AND C. D. EDWARDS

company with C. D. Edwards, president of Benj. French, Inc., has visited the Middle West and Canadian territory. He expresses himself as very well pleased with the prospects for business in the United States and with the work of his American agents. He is especially glad of the opportunity of meeting so many of his old friends in the American market. Mr. Descollonges expects to sail for home early in June.

Morana Incorporated, importers and manufacturers of basic perfuming and flavoring products, whose general offices are at 61-63 Vandam street, New York, have moved their western offices to more spacious and centrally located quarters, on the eleventh floor of the new Builders' Building, at North La Salle street and West Wacker drive, Chicago.

New England Collapsible Tube Co. has moved its New York offices into new and more commodious quarters at 52 Vanderbilt avenue. The offices are located in the same building as before, but growing business in the metropolitan territory compelled the concern to enlarge its facilities. The office is in charge of W. Kyle Sheffield, vice-president and secretary of the company.



An important expansion program has just been completed by the American Perfumers' Laboratories, Inc., of New York City, which is indicative of the progress which has been made by this company in the three years since its founding by A. E. Mullen.

We are advised that the production capacity has been doubled by the installation of a battery of specially built high-speed presses for the making of "Apli-process" compacts of rouge and powder. Equipment for the creation of lipsticks, solid perfume and other new cosmetic specialties, is now in operation at the company's plant at 151-153 West 19th street, New York City.

Dr. Frederick A. Marsek has succeeded B. H. Krueger, whose retirement has been announced. Dr. Marsek becomes associated with Mr. Mullen in the company management.

There have been added to the Board of Directors of the company Bertram E. Hood, treasurer of Wessel Duval Co. and Victor Lubliner, president of Victor Lubliner, Inc.

The Board of Directors of the company has recommended to the stockholders an increase of capital stock from \$250,000 to \$1,000,000, and a special meeting of the stockholders has been called to consider this proposal which, if carried out, probably will forecast a further widening of the company's activities.

One of the most useful and prized souvenirs distributed at the recent convention of the American Manufacturers of



L. R. ROOT AND WESTY HOGAN

Toilet Articles was the Douglass lighter, donated by the Scovill Manufacturing Co., of Waterbury, Conn., which was represented by L. R. Root. Mr. Root in addition to his attributes in business life is an expert at the traps. He is seen in the accompanying photograph trapshooting with Westy Hogan, owner of the Atlantic City traps.

Du-Frank Corporation is the name of a new concern established by Joseph Franks, who has been identified with the paper box business for over twenty years, and Benjamin L. Duberstein, with factory and offices at 2384-2392 Atlantic avenue, Brooklyn, N. Y. Co-incident with the formation of the company, Mr. Franks announced that he had disposed of his interest in the Landowne Co., with whom he had been connected as production manager for many years.

Mr. Franks is president of the Du-Frank Corporation, which will specialize in hand-made paper boxes, and will be in charge of production, while Mr. Dubenstein will be in charge of sales. The initial announcement of the company appears on advertising page 96.

National Collapsible Tube Co., of Providence, R. I., makes the first of a series of announcements on advertising page 97 of the characteristics of its special product, the "Captive Cap."

Friends of Robert Burke Magnus, treasurer of Magnus, Mabey & Reynard, Inc., New York City, will be interested



ROBERT B. MAGNUS

to learn of his marriage to Miss Doris Stanley Mellon, daughter of Mr. and Mrs. John H. Mellon of Brooklyn, at the Hotel Bossert, Brooklyn, April 30.

Mr. Magnus is the youngest son of the late Percy Cecil Magnus and Mrs. Magnus of New York, and is well known in the essential oil business with which he has been connected since he completed his education at the Preparatory School of State College, Pa. He is a

member of the Drug and Chemical Club and takes an interest in its activities as well as in other organizations tending to promote better relations throughout the industry.

The ceremony was performed by the Rev. W. A. Gallagher, pastor of the Brooklyn M. E. Church. Henderson Talbot was best man and Miss Corla Thorne was maid of honor, while Percy C. Magnus and J. Baird Magnus, brothers of the bridegroom, acted as ushers. On their return from a honeymoon in Hot Springs, Va., Mr. and Mrs. Magnus will reside in New York City.

Jacob Polak, one of the proprietors of Polak's Frutal Works, Amersfoort, Holland, arrived on the *France*, April 27, for a visit to the American branch of his company. Polak's Frutal Works, Inc., 180 Lafayette street, New York.

During his stay Mr. Polak made his headquarters with Herman Wessels, manager of the New York branch, and spent some time calling on the trade with Mr. Wessels.



HERMAN WESSELS AND JAC. POLAK

During his sojourn in the United States, he also visited the Chicago office of the company, and spent about two weeks calling on the trade in the Middle West. He sailed for home on the *Mauretania* on May 25, much pleased with the results of his trip to America.

### CHICAGO TRADE NOTES

More than two hundred members and their friends were at the annual spring dinner party of the Chicago Perfumery, Soap and Extract Association at the Chez Pierre Club, East Ontario street, on the evening of Thursday, April 21. There was plenty to eat and lots of lively entertainment and it was rather early in the morning before the last of the crowd left for their homes. The committee in charge of the event was composed of A. L. Dedrick, C. A. Seguin, Clarence Morgan, A. G. Schneider and D. Lum. Several of the members had tables reserved for their parties and all voted the annual spring dinner party one of the gayest and best ever put on under the auspices of the organization.

Joseph O. DeLorme, vice-president of the association, presided at the last April meeting of the organization while the president, Arthur Fortune, was ill in a hospital. The Felton Chemical Co., Oak Park, and the Arabian Toilet Goods Co., were admitted as members.

The Primrose Laboratories are now located in their new and larger quarters at 668 West Randolph street, and L. A. Solo reports the business booked as good for this time of the year. The company is making a specialty of cold cream compacts for the jobbing and manufacturing trade.

David A. Bennett, of Albert Verley, Inc., Chicago, has left for a business trip to Europe and will be away about six weeks, sailing on steamer *Paris* on May 14. He was accompanied by Mrs. Bennett on the journey.

E. E. Sawtelle, L. P. Sawtelle, L. S. Stults have organized the United Standard Barber Supply Co., with offices at 31 South DesPlaines street, to manufacture and sell cosmetics and barber supplies.

A meeting of the retail druggists of Chicago was held last month to try to devise ways and means to combat the price-cutting of the chains in their market on the various cosmetic and drug items. About sixty-five of the independent dealers have made a start with an organization called the Allied Druggists, and they have begun an advertising campaign in the papers.

The chemists of seven states will meet on May 27 at the University of Chicago. Dr. Paul Nicholas Leech will be in charge of the meeting.

James S. Kirk & Co. has changed its capital stock from three million dollars to one million dollars and 100,000 shares no par value. The company has also announced that it will be two years before they vacate the old soap factory at Michigan avenue and the river. In the meanwhile the big North avenue factory is being improved with more equipment and additional buildings are being erected for manufacturing purposes.

H. L. and Don A. Walz, John M. and I. M. Myers have organized the M. & W. Drug Co., with offices at 3157 West 63rd street, Chicago, to buy and sell drugs and cosmetics. The new company has an authorized capital of \$10,000.

The toilet goods and drug stock of A. W. Cramer, Plano, Ill., was sold at auction by Tauber & Co. on April 29.

Chicago real estate operators have heard a report that the Walgreen chain will open the first of a 100 drug stores in New York City in the store location in the new Paramount Theatre Building facing Broadway and Seventh avenue, between 43rd and 44th streets. No confirmation has been given out by the Walgreen Co., and the real estate department of the owners of the building refuse to give out any information. The rental is quoted at \$100,000.

Supplies and equipment of the Pompeian Co., Cleveland, Ohio, are being moved to the Jersey City factories of Colgate & Co., which recently took over the former concern. The plant at Cleveland will cease operations in about two months. The Pompeian Co. occupied a five-story building and about 100 persons were employed. Only a few of the employees are expected to be transferred to the Jersey City plant.

H. C. Ryland, essential oils, has returned to New York from one of his customary visits to his Chicago branch, which is now located at 108 North Wells street.

U. S. Bottlers' Machinery Co., of Chicago, announces the opening of a new office at 20 Vesey street, Room 906, New York, N. Y., with W. M. Sommer as district sales manager, and P. W. Kuhn as assistant. This is to take care of the company's ever increasing business in the New York territory, and better to serve its many friends in this locality.

E. V. Killeen, vice-president of George Lueders & Co., New York City, was a business visitor recently in the Chicago market, making his headquarters at the Chicago offices.

L. Rapin, of the Paris offices of the Antoine Chris Co., spent several days at the Chicago headquarters of the company, visiting the trade with the manager, W. W. Defrees.

The cosmetic and drug stock of Wilfred I. Menard, at 6801 North Clark street, Chicago, was sold at a bankrupt sale last month.

E. H. Coupey, of Coupey Fils, New York, was in the city last month calling on the Chicago trade.

M. F. Gallagher, L. A. Crowell and F. M. DeBeers have organized the Indicator Laboratories, with a capital stock of \$150,000 and offices at 612 North Michigan avenue, to manufacture and distribute tooth paste and other goods.

H. G. MacKay, manager of the Chicago offices of E. N. Rowell Co., Inc., is optimistic over the sales outlook for the spring months.

Samuel Deutsch, J. H. Buckely and E. C. Grelle have organized as Francis Thompson, Inc., with offices at 39 South State street, Chicago, to manufacture chemicals and other goods. The new company has a capital stock of \$25,000.

Ira Eisenberg and K. Hershenson have organized the Hershey Co., with offices at 4179 Irving Park boulevard, to manufacture and deal in drugs and cosmetics. The new company has a capital stock of \$15,000.

I. D. Faden & Co., western representative of the Atlantic Manufacturing Co., Newark, N. J., T. C. Wheaton Co., Millville, N. J., and Imperial Metal Manufacturing Corporation, Long Island City, N. Y., has moved its offices to 300 West Adams Building, Chicago, Ill.

Flash Laboratories have been organized by John S. Kearns, George T. Cullen and Joseph H. Gordon, with a capital stock of \$25,000 and offices at 267 North California avenue. The new company will prepare and manufacture chemical compounds for the trade.

The Lite Mineral Soap Co. of Aurora, Ill., has opened a Chicago office at 3215 West Lake street.

Governors of the Chicago Drug and Chemical Club held their annual meeting at the Hamilton Club on January 18 with a good attendance. Matters of interest to the organization were taken up at the meeting and passed upon.

Junius M. Tankel, Alexander Howich and Fred Tankel have organized the Rush Co., Inc., with offices at 516 Rush street, Chicago, to handle drugs, cosmetics and other merchandise. The company has a capital stock of \$10,000.

A. J. Adams, M. C. Smucker and Fred C. Dinse have organized the Waveland Co., with offices at 3665 Broadway, to deal in drugs and toilet goods. The new company has an authorized capital of \$10,000.

The Cafy Co. has been organized in Chicago by A. G. Crowley, G. C. Potts and J. M. Swift to manufacture and deal in syrups and extracts.

Word has been received of the organization of the Shreveport Syrup Co., with an authorized capital of \$150,000, to manufacture and deal in syrups and other food products.

The Economical Drug Co. has opened an up-to-date drug store and cosmetic shop at Arrington and Davis streets in Evanston. This makes 18 stores in the chain since the new company took over the management of the organization, 14 months ago.

The DuFos shop has opened for business at 5216 Sheridan road, Chicago, and will feature both domestic and imported cosmetic lines to their trade.

Henry C. Breckenridge, father of K. S. Breckenridge, director of the American Can Co., died recently at his apartment in the Edgewater Beach Hotel after a short illness. He was 95 years of age at the time of his death, and is survived by his son and one daughter.

M. L. Barrett & Co., Chicago, have certified to the Secretary of State at Springfield a reduction in their capital stock from \$100,000 to \$1,000.

L. J. Zollinger, of the George Silver Import Co., New York, was a business visitor in the Chicago market last month.

#### A Pleasure to Get It

Wm. H. Bricker, Lebanon, Pa.

I always anticipate receiving my copy with pleasure.

#### IN MEMORIAM FOR DEPARTED FRIENDS

ANRAKU, A., Hoshi Pharmaceutical Co., Tokyo, Japan, May, 1926.

ARMANT, DR. EDMUND S., perfumer and linguist, Binghamton, N. Y., May, 1915.

FITZPATRICK, JOHN A., president of Fitzpatrick Bros., Inc., soap manufacturers, Chicago, Ill., May, 1922.

GALLET, CHARLES EDMOND, head of the perfumery house of Roger & Gallet, Paris, May, 1917.

GOODRICH, JOEL E., president of the Goodrich Drug Co., Omaha, Nebraska, May, 1924.

HIGGINS, THOMAS C., soaps, Brooklyn, N. Y., May, 1909.

KIMBALL, HERMON N., president Kimball Bros. & Co., Enosburg Falls, Vt., May, 1926.

LOWREY, WM. M., vice-president of the Carr-Lowrey Glass Co., Baltimore and New York, May, 1915.

LYON, WHITNEY, head of tooth powder manufacturing firm of I. W. Lyon & Sons, New York, May, 1919.

MORSE, JAMES F., senior partner of James F. Morse & Co., soap manufacturers, Boston, Mass., May, 1925.

PROCTER, HARLEY THOMAS, retired member of Procter & Gamble Co., Cincinnati, May, 1920.

RUECKERT, FRED E., vice-president White Metal Manufacturing Co., Hoboken, May, 1920.

RYAN, HOADLEY, secretary and treasurer of the Ryan Soap Co., Cincinnati, Ohio, May, 1919.

SCHWARZ, LEOPOLD, founder and proprietor of Polak & Schwarz, Zaandam, Holland, May, 1920.

UNGERER, MRS. LYDIA A., widow of the late W. P. Ungerer and mother of W. G. Ungerer and F. H. Ungerer, respectively president and vice-president of Ungerer & Co., New York, May, 1923.

WEST, SYLVESTER S., Abner Royce Co., Cleveland, Ohio, former vice-president Manufacturing Perfumers' Association and active in the Flavoring Extract Manufacturers' Association, Cleveland, May, 1919.

WOOD, ALVAH ULYSSES, perfumer, Detroit, May, 1906.

#### Frank S. Jones

Frank S. Jones, founder and formerly for many years president of the Jones Brothers Tea Co., Inc., of Brooklyn, N. Y., died May 13 of pneumonia at his residence, 760 Park avenue, after a brief illness. He was born in Sanford, Conn., seventy-nine years ago. He is survived by his widow, Mrs. Mary Louise Granberry Jones, two daughters, Mrs. Henrietta J. Simonds and Mrs. Maude J. Westin, and four grandchildren.

#### John McKesson

John McKesson, son of Irving McKesson, of the New York Quinine and Chemical Works, died April 25 at Norwalk, Conn., as the result of injuries received when the motorcycle on which he was riding collided with an automobile. He was twenty years old.

#### NEW PUBLICATIONS, PRICE LISTS, ETC.

SHIPKOFF & Co., LTD., Sofia, Bulgaria, have issued a circular on the rose situation, which includes the following forecast: The outlook of this year's crop is, so far, very satisfactory. While early forecasts are only prospective and no one can be sure of a rose crop's output, until it has been harvested and distilled; yet, all present indications point to as good a crop as last year's. All depends upon the weather during the budding and harvesting seasons. The

rose bushes, and especially the young ones, are everywhere in healthy condition and promise a good yield. The winter and the early spring frosts have passed without causing any serious damage to the rose bushes. The price of the flowers has not, as yet, been settled and will hardly be fixed before the beginning of the harvest. On the 13th of March, the syndicate of the rose growers held its XIII congress in Pavel-Banja, and among the many resolutions voted, was also the resolution "that no grower should part with his rose flower under Leva 15 per kilogramme." This price is not only excessive, but also prohibitive, and no sensible manufacturer, who has at heart the true interests of the rose industry, will be disposed to pay it. Under existing conditions, the price of the flowers this season should not be higher than Leva 10 per kilo, and all concerned should gladly accept it. It is not only a normal and a remunerative price, but also a reasonable and an equitable one, and, as such, it should be acceptable and satisfactory to all: growers, manufacturers and perfumers, whose interests are identical. The harvest is expected to begin about the 20th of May.

HAARMANN & REIMER, of Holzminden, Germany (MORANA INCORPORATED, New York, exclusive sales agents for the United States and Canada) have issued a well-printed 64-page booklet on the "Properties and Uses of Synthetic Perfumes" which possesses more than the usual interest attaching to such publications. It is in part historical in its nature, telling the part played by the firm of Haarmann & Reimer in the half-century between 1874 and 1924 in the development of the synthetic perfume industry, with views of the factory at Holzminden and lists of scientific contributions, patents, etc., which have originated with the firm. There are six other chapters dealing with topics of universal interest to the trade. These are as follows: II, Synthetic Flower Perfumes, Their Properties and Use; III, Synthetic Violet Perfumes, Their Properties and Use; IV, Ordinary Synthetic Perfumes, Their Properties and Use; V, Perfuming of Soaps and Baths; VI, Employment of Synthetic Perfumes in the Manufacture of Sweets, Cakes, Liquors and Non-Alcoholic Drinks; VII, Table of Solubilities.

THE CHEMICAL FOUNDATION, INC., New York, has issued in booklet form an address delivered by Dr. Charles H. Herty, before the recent meeting of the American Association for the Advancement of Science and has also reprinted an article entitled "Are Armies Needed Any Longer?" by H. G. Wells, which originally appeared in the *New York Times*. Dr. Herty's address dealt with the progress of scientific knowledge.

P. R. DREYER, 26 Cliff street, New York City, has issued his price list for May and June, 1927. The list includes essential oils, aromatic chemicals, derivatives, synthetic flower oils and other products in which Mr. Dreyer and the companies he represents are specialists.

THE FRIES & FRIES CO., Cincinnati, O., has issued a circular describing its new perfume, "Boquet Lasto," for use in creams, powders and other toilet preparations. The company claims exceptional lasting qualities for the new odor.

THE "ACHEMA" ALMANAC 1926-27 has been published. Its purpose is to prepare for the exhibition which will take place in Essen, Germany, June 7 to 10 of this year. The exposition will relate to machines and appliances.

W. J. BUSH & CO., INC., New York, has issued an attractive circular describing the nature and properties of California expressed lemon oil. The circular reads:

"We again invite your attention to the domestic cold-pressed oil produced in California.

"It has been on the market for over fourteen years, its use has been growing steadily all the time, and we may justly claim that it has now fully established itself as a recognized flavoring material.

"Californian Oil of Lemon is in every way equal to the imported oil—in the opinion of many experts it is superior—but at the same time it is an oil of a slightly different character: the conditions contributing to this difference are briefly, as follows:

"In Italy the oil is hand expressed from the under-ripe fruit by what is known as the sponge process. The reason for using under-ripe fruit in Italy is that the oil is more easily removed, and in larger quantity, than from fully ripe fruit—not that oil from under-ripe fruit is better.

"In California, the oil is pressed from carefully washed tree-ripe fruit by specially designed machinery, the oil being separated quickly and efficiently.

"We commenced our pioneer work at National City near San Diego, Calif., in the year 1913. It has increased steadily, and tens of thousands of tons of fruit have since been saved from destruction: formerly 'cull' lemons, that is fruit too small or too large for the market, had to be dumped at great expense—now all this fruit is profitably used. The work that we are doing at National City has inspired the lemon growers in the northern belt of the citrus area of Southern California to make similar efforts to save their 'culls,' and they are now operating their own factory at Corona: we have taken our part in this co-operative work and are marketing their oil, as well as our own.

"From the time the fruit enters the factory it is *untouched by hand*; no food product could be processed under more sanitary conditions. From whole fruit to sealed container takes a few minutes: the operation being completed in a fraction of the time required by the old sponge method, with no risk of spoiling by exposure to air, or moisture, or other contaminating influences.

"This explains, in our judgment, the greater delicacy of flavor and superior keeping qualities of Californian Oil. A comparison of the two oils shows that Californian Oil has to a greater degree the fully ripe developed flavor of the whole fruit.

"Some of the physical characters of Californian Oil vary, to a certain extent, from the requirements laid down for Lemon Oil; these requirements were elaborated before Californian Oil was on the market: the differences in character that have been noted may be due to climate, to degree of ripeness of fruit and to method of extraction: we have every confidence that our efforts to secure a modification of these standards will soon prove successful. It has been noted that even pure Italian oil has in some seasons failed to comply with official chemical figures.

"After all, what every buyer wants is a pure oil with the finest lemon flavor, irrespective of chemical characteristics.

"A practical test in confectionery, syrup, biscuits, or other food products is the only way of proving the flavor value of the oil. This has already been done by the largest consumers and the most careful and critical buyers in the country, and we are immensely encouraged by their judgment and approval."



## BOOK REVIEWS

(Copies of Books Reviewed in this Column, and Other Works Useful to Our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 81 Fulton street, New York.)

EMINENT CHEMISTS OF OUR TIME, by Benjamin Harrow, Ph.D., octavo, 471 pages, 22 illustrations, Second Edition, Enlarged, D. VanNostrand Company, New York, 1927. Price \$3.00.

The first edition of this valuable biographical work appeared in 1920. At that time, the volume contained merely sketches of the lives of the subjects. As such, it was an interesting contribution to biography, but of less interest than it might have been to the chemist. The present edition has been enlarged to include a brief description of the work of each of the eminent scientists whose names are included in it.

The author treats the subject in authoritative and interesting manner and the book, in addition to its value as a work of reference, should be a source of no little entertainment to the casual reader. The illustrations are chiefly portraits of the subjects, although they are not exclusively devoted to persons. Photographs of apparatus and line cuts illustrating various phases in the work of some of them are also introduced.

It is necessary also to make some mention of the typographical excellence of the book. The publishers have chosen an unusually readable type and have dressed the volume neatly in blue cloth. The reproductions of photographs are excellent. There is also an adequate reference index, which makes the work of double value for reference.

PERFUMERY & ESSENTIAL OIL RECORD YEAR-BOOK AND DIARY, 75 pages and diary sheets, quarto 11 in. x 8 in. cloth, G. Street & Co., London 1927.

This useful book appears this year in larger form in keeping with the new style of the magazine which it represents. The increase in page size is an improvement upon which the publishers are to be complimented. The reading matter is well up to the usual standard. It includes soap perfuming notes which give the value and keeping qualities of leading items of soap perfumery. Ten years of essential oil prices in the British market affords a further interesting record. British alcohol rules occupy a section of the text. An important division is given over to the application of essential oils, isolates, synthetics and allied products. The constituents, constants and pharmacopoeial regulations in leading countries of the various products used in perfumery are also shown. The diary pages are ample and well arranged. Not the least interesting are the numerous advertising pages which make the book a veritable directory of the British trade in aromatic products.

WHERE AND HOW TO SELL MANUSCRIPTS, by William B. McCourtie, octavo, 482 pages, The Home Correspondence School, Springfield, Mass., 1927. Price \$3.50.

Probably the most difficult thing for the writer to do, whether he be fictionist or scientist, is to secure the publication of his manuscript. For those who have had difficulties of this sort, the fourth edition of this work will undoubtedly be of value. Neither the publishers nor the editor make any claim for the book, other than that it is a guide to the sort of material acceptable by the various publications in all fields. They would be the last to state, and, in fact, they

decidedly disclaim that it will aid in selling the unsalable manuscript.

The book consists of a list of the principal and many of the minor publications in all fields, chiefly in the United States, which are in the market for manuscripts. It gives in each instance a brief description of the type of work acceptable to these publications and, where possible, an approximate idea of the rate and time of payment. It is undoubtedly of value to the writer and especially to the scientific writer, whose contact with the literary markets is likely to be casual.

BRITISH AND COLONIAL PHARMACISTS' DIARY, 111 PAGES with diary sheets, quarto 11 in. x 8 in. cloth. *The British and Colonial Druggist*, Ltd., London 1927.

Following the lines of previous volumes of the series, this attractive and useful diary combines a calendar and diary for the year and a wealth of data on the drug industry and trade with particular reference to British practice. Sections on legal practice including narcotic and spirit dispensing, health insurance, the British food and drugs law, postal information, a directory of London physicians, and of the various societies and associations in the British drug trade are included. Not the least interesting is a section giving a very complete directory of trade names for the British empire. The advertising pages are numerous and attractive and the entire work is well bound and handsome.

ALGEMEEN ADRESBOEK VOOR HET DROGISTENVERK FOR 1926-27, 246 pages, octavo, published by J. J. Lispet, Hilversum, Holland. Price in Holland, 4.50 francs.

The third edition of this directory of the drug and chemical industry of Holland is at hand and is more ample and complete than its predecessors. There is a special list of firms in the perfumery industry and, in fact, lists are not only given of firms in the allied industries, but there is a separate division showing the same information by localities. The book is neatly gotten up and should be valuable for reference by persons in this country who are doing or expect to do business in Holland.

THE POLARIMETER, by Vivian T. Saunders, M. A.; octavo, 30 pages; published by Adam Hilger, Ltd., 24 Rochester Place, London, N. W., Eng. Price, 1s. 6d. net, 1s. 7d. post free.

This is the reprint of a lecture by Professor Saunders, in which he undertakes, with illustrations by fifteen lantern slides, to survey in the space of one hour the history, development and more important industrial applications of the polarimeter. The writer does not try to recount any hitherto unpublished results of research, nor to advance any new theory, but rather to furnish a compact compendium of literature on the subject.

CANADIAN TRADE INDEX FOR 1927, 880 pages, octavo, cloth bound; compiled and published by the Canadian Manufacturers' Association, Inc., 67 Yonge street, Toronto, Ont.; price \$6.

This new edition of the Index shows the same evidences of careful compilation that were observed in its predecessors during the last quarter of a century and is valuable as a book of reference to American and other firms doing business in the Dominion. It is divided into four parts, grouping the information in convenient form for ready reference by persons consulting it.

## NEW INCORPORATIONS

NOTE.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Nilsson Institute, Manhattan Borough, New York City, cosmetics, \$1,000; J. W. Block, 186 5th avenue.

Preserve, Inc., Manhattan Borough, New York City, liquid cleanser; J. T. Booth, 233 Broadway.

Durable Novelty Co., Manhattan Borough, New York City, combs, tooth brushes, etc., \$5,000; Cahn & Katzman, 2 Lafayette street, New York, N. Y.

Frankls, Hoboken, N. J., drugs and perfumes, 1,000 shares common stock; Levenson, Comen & Levenson, Hoboken, N. J.

Marzel Perfume Co., Camden, N. J., \$25,000; Alfred A. Frank, Jersey City, N. J.

C'Est Bon, Buffalo, N. Y., \$5,000, cleaning compounds; S. V. O'Gorman, Buffalo, N. Y.

Triad Sanitary Co., Inc., Union City, N. J., soap, \$100,000; Littauer & Herzfeld, Union City, N. J.

Parfumerie Fleurette, Manhattan Borough, New York City, toilet preparations, 200 shares of common stock; McDermott, Enright & Carpenter, Jersey City, N. J.

Kenton Perfume Co., Troy, N. Y., toilet articles, \$10,000; A. H. Jones, Troy, N. Y.

Mayfield Hair Tonic Co., Columbia, S. C., \$10,000; has been chartered by S. H. Hughey and W. P. Mayfield.

Willson Monarch Laboratories, Edgerton, Wis., flavoring extracts, etc., \$10,000; L. G. Hall, Samuel Hall, and Maybelle Willson Shearer.

Societe Perfumes Paris, Manhattan Borough, New York City, cosmetics, \$6,000. Sweeney & Hayes, 41 Park Row.

Pamara Corporation, Wilmington, Del., toilet preparations, \$100,000. Corporation Trust Company of America, Wilmington.

Du-Frank Corporation, Brooklyn, N. Y., perfumery containers, \$20,000. S. C. Duberstein, 26 Court street, Brooklyn.

Emily Stone, Inc., Manhattan Borough, New York City, face powders, \$20,000. W. S. Warde, 43 Cedar street, New York.

Lustrous Distributing Corporation, Manhattan Borough, New York City, cleansing powders, \$10,000. E. I. Gallant, 1440 Broadway, New York, N. Y.

Listrated Co., Houston, Tex., has been incorporated with a capital stock of \$10,000 to manufacture Listerated Hair Tonic. J. O. Goodman, W. L. Rowan and L. W. Walker are the officers of the company.

Emile Shore, Inc., Manhattan Borough, New York City, beauty culture, 375,000 shares. E. T. Moore, 37 West 43rd street, New York City.

Herrmann Supply Co., Manhattan Borough, New York City, toilet articles, 1,000 shares common. P. E. Herrmann and H. A. Cowan. (R. Townsend, 36 West 44th street, New York.)

Hy-Dron Corporation, Manhattan Borough, New York City, cosmetics, 200 shares common stock. W. J. Carey, 299 Broadway, New York.

New Jersey Denaturing Co., Jersey City, N. J., alcohol, \$100,000. Theodore Rurode, Jersey City, N. J.

Hudson Manufacturing Co., Buffalo, N. Y., toilet articles, \$30,000. Capital Trust Co. of Delaware, Dover.

Beaucaire Parfums Shops, Manhattan Borough, New York City, toilet articles, \$10,000. L. Urbach, 233 Broadway.

## Sunshades and Scents Must Harmonize

(Special Correspondence)

LONDON, May 15.—"Sunshades must harmonize with scents" is London's latest style slogan. Attention has time and again been called to woman's rather haphazard use of perfume, but Eve has ever gone her own way, wearing, it might be, a rose-trimmed hat, carrying a mignonette-green sunshade, while her handkerchief exhaled a delicate odor of violets!

Now Madame Fashion has lent a hand in order to introduce harmony in regard to colors, scents, and sunshades. The idea is being delightfully illustrated in London in a series of scent and sunshade tableaux. For example, if Miss 1927 decides that the perfume "Dans la Nuit" suits her, personality, her sunshade must be black and silver. "Vers le Jour" is accompanied by a parasol that is a study in blazing pinks and gold, indicating the approach of dawn.

If violet is your chosen perfume you carry, as a matter of course, a violet-colored georgette sunshade with clusters of flowers strewn carelessly over the surface. Then, again, there is carnation (and the finest carnation perfume is one of the most refreshing of odors), which may be used with pink or deep red, or yellow or mauve sunshades, provided always that the latter is the exact color of the flower with which it is decorated. An alternative idea is to have a chiffon sunshade made in carnation form. The theme can be varied according to the perfume selected, and, thanks to an enterprising show artist woman can wear shoes to match her parasol if she feels like it.

The new vogue enables the retail perfumer to make a close guess at variety of perfume a customer desires as soon as she enters his establishment simply by surveying her toilet.

Harrods, the big department store, has opened the spring season with a series of five beauty talks by Lady Neish, a distinguished writer and authority on beauty questions. Admission was by free ticket, and the chair on each afternoon was taken by a prominent woman. For the first lecture Dame Madge Kendal, G. C. B. E., the famous actress, occupied the chair.

"We believe," advertised Harrods, "that these talks by Lady Neish will prove helpful in the highest degree. Every woman owes it to herself to hear them."

Here is a little tale for those interested in the complexion complex:

"Gladys is looking old," said Claudia.

"Yes," returned Heloise, "her schoolgirl complexion seems to have graduated."

## Portuguese Protest Against Perfumery Smuggling

(Special Correspondence)

LONDON, May 15.—According to recent advices from Lisbon, Portugal, the Commercial Association of that city has made strong representations to the Minister of Finance against the scandalous amount of smuggling which they claim is going on, especially of perfumery and toilet preparations.

## Contains Everything

(Reba James, Toilet Preparations, West Palm Beach, Fla.)

I have received your January number and there are very few things that I wish to know in regard to the manufacture of toilet products that I do not find in your magazine.



### Montreal

MONTREAL, May 15.—Satisfactory business is reported in all branches of the perfumery and allied trades in Montreal and neighboring district. A provincial election is in full blast at this writing, but is not exerting any apparent disturbing influence on business generally.

Possibly the election may have a beneficial effect, in a direction which particularly affects the local perfume manufacturing business. Hon. James Robb, Federal Minister of Customs and Excise, is coming into Montreal to assist his friends of the Liberal provincial government, and in the best-informed Liberal quarters here the rumor is that he will give a definite undertaking to reduce the Federal duty on alcohol. This has been a source of frequent discussion and difference of opinion between Federal and Provincial administrations, and such a promise is expected to have a valuable effect on the Liberal party's election prospects. It will also have a gratifying effect on these trades that use alcohol. Even if the reduction is only granted on potable alcohols, it will reduce the demand for other alcohols for illicit liquor-making, and still be beneficial to legitimate industrial alcohol users.

Professor J. T. Snell has been elected president of the Montreal Section of the Society of Chemical Industry, succeeding A. Fleming. Other officers have been elected as follows: Secretary-treasurer, H. P. Foran; Executive Committee, Prof. G. S. Whitby, of McGill University, A. Papineau Couture, M. C. McFee, D. Lorimer, S. P. Newton, J. P. Dougall and A. Fleming, ex-officio. Annual reports of various committees reflected a year of progress and great activity.

N. C. Polson, Jr., head of the wholesale and manufacturing drug firm of that name, has been elected chairman of the executive of Montreal branch of the Canadian Manufacturers' Association. Mr. Polson was also recently elected to the new board of governors of the Montreal Division of the Canadian Credit Men's Association.

The Montreal Branch of the National Hairdressers' Association of Canada held their annual exhibition April 26-28, in the Windsor Hotel. The perfumers and manufacturers of toilet products and cosmetics, both locally made and imported, were well in evidence by their tasteful displays.

The Pharmaceutical Society of McGill University, at its annual banquet last month, was informed by Prof. Moore, head of that department, that a new and more extensive course in pharmacy would be available at the university at an early date.

### Toronto

TORONTO, May 15.—A bright economic outlook is forecast for Canada for many months to come, according to financial reports finding their way into the daily press. Says one of these reports:

"The bright rim apparent on Canada's economic horizon at the opening of the year has continued steadily to widen, and the approach of the middle of the year finds the promises of the earlier months for the main part being fulfilled. A survey of the many branches of Canadian economic activity reveals conditions uniformly bright and steadily improving."

The report goes on to say that the close of the last fiscal year disclosed an improved financial condition in the Dominion. The net debt had been lowered by \$50,000,000; and taxes had been reduced. Employment has been improving month by month for some time past, and Canada's foreign trade has been expanding at a very healthy rate. For the first quarter of 1927 the betterment amounted to 10 per cent. over the same period a year ago. Immigration from Europe and the United States is ahead of last year, and industry is feeling the impetus given through the investment of much British capital. Agriculture is improving, too. All this paints a very rosy picture.

The Tamblin and Liggett chain drug store organizations have been taken off the P. A. T. A. "stop list." And report from the Pacific Coast says that Woodward's, Ltd., of Vancouver, B. C., are having difficulty in securing P. A. T. A. articles because that firm has been cutting under P. A. T. A. prices.

H. J. Fuller, a Brantford, Ont., druggist, has been linking up his advertising with the radio. A recent advertisement of his was to the effect that if radio fans would line up with station WTAM they would hear Lucille Buhl, an authority on beauty culture, give a beauty lesson. And after listening to her listeners could secure in the Fuller store all the products mentioned by Miss Buhl in her lecture.

Canada's oldest druggist celebrated his 83rd birthday last month. That person is Wm. Hutchings Cox, Toronto, now a member of the Drug Trading Co., though for 37 years previously he conducted a retail drug store on Yonge street. He has been 66 years in drug trading, and celebrated his birthday by going to work as usual.

Soap manufacturers of Ontario report exceptionally good business just now. It speaks well for the worth of advertising when it can be said that the recent large spaces taken in the daily press by several brands of soap special-

ties have resulted in sales that have forced the factories to work night as well as day to keep up with orders now coming in.

There are 36 plants making soaps, 21 plants making washing compounds, and 31 plants making perfumes in Canada, according to a late report issued by the Dominion Government. The investment involved is around \$14,500,000; there are 2,000 employees earning \$2,000,000 every year. Sales total nearly \$20,000,000 every year.

J. W. McCoubrey, general manager of the United Drug Co., Ltd., was elected president of that company at its annual meeting held last month, and J. W. Kennedy, in charge of the toilet goods department, has been made a director of that organization, carrying also the office of a vice-president. Both of the men are exceedingly popular wherever they are known.

E. Allen Millsap, son of the late W. H. Millsap, has joined the sales staff of the Mutual Sales Co., Toronto, and will look after the interests of that firm in Western Canada.

Colgate & Co., Ltd., are now conducting their Canadian business, both sales and manufacturing, from their Montreal plant and office.

Mutual Sales Co., Toronto, have been appointed Canadian distributors for Norida Parfumerie, Inc. A. F. Collins, head of Mutual Sales, has gone on his annual spring trip through Western Canada.

Chas. McGeorge, aged 75, and for 47 years in the drug business at Ayr, Ont., died during the past month.

Another old-time druggist has been celebrating his birthday. He is Peter G. Fraser, of Halifax, N. S. Mr. Fraser is 88, and still conducts a retail store.

On the "stop list" of the P.A.T.A. at present are about ten firms, scattered over the country from St. Johns, N. B., to Vancouver, B. C.

Jim McKnight, representing George Lueders & Co., New York, with their essential oil lines, was recently up here on his first trip of the year.

Harry Garlick, manager of Boncilla Laboratories, Ltd., has been elected secretary-treasurer of the Travelers' Auxiliary, the organization that helps out in the program of the annual convention of the Ontario Retail Druggists' Association, which this year will be held in July at Hamilton.

Chas. W. Tinling, president of the National Drug and Chemical Co., Montreal, has returned from a business trip to England.

The Canadian Pharmaceutical Association has set the dates for this year's convention at Regina, Sask. It will be held from August 9 to 12.

Registration is announced at Montreal of Parfumerie Berenice, makers of and dealers in perfumes, etc.

## Canadian Production Statistics

(Special Correspondence)

TORONTO, May 15.—According to a statement just issued by the Dominion Bureau of Statistics at Ottawa, and published by authority of Hon. James Malcolm, Minister of Trade and Commerce at Ottawa, production in the soaps, washing compounds and toilet preparations industry in Canada amounted in value to \$17,388,506 in 1925 as compared with \$15,965,318 in 1924. Statistics for this industry covered the operations of 88 different establishments which reported a combined working capital of nearly 17 million dollars and gave employment to 2,050 persons throughout the year. Of the operating plants, 36 manufactured soaps of various kinds as the chief product, 21 produced washing compounds and 31 were engaged in the preparation of perfumes, cosmetics and other toilet essentials.

*Soaps*—The 36 plants in Canada engaged primarily in the manufacture of soaps were distributed by provinces as follows: Ontario, 19; Quebec, 9; Manitoba, Alberta and British Columbia, 2 each; and New Brunswick and Saskatchewan, 1 each. Production from these plants was valued at \$13,568,252 as compared with an output value of \$13,187,267 in 1924. Among the main products were 47 million pounds of household soap.

## CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patents and trade-marks protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT  
Perfumer Publishing Co., 81 Fulton St., New York City.

## TRADE-MARKS REGISTERED IN CANADA

"Charme Caressant," perfumes and toilet specialties. Frederick Stearns & Co. of Canada, Ltd., Windsor, Ont.

Representation of a gateway and the words "Parfum De Mon Chateau," perfumery. Tokalon Chemical Corporation, New York, N. Y.

## PATENTS GRANTED IN CANADA

269,545.—Bottle Cap. John A. Kaye, Sault Ste. Marie, Ontario, Canada.

269,685.—Soap Solution Apparatus. Fred Y. McKenny and William H. Cheney, co-inventors, both of Chattanooga, Tenn.

269,856.—Vanity Case. William Garfield Kendall, Newark, assignee of Harold MacDougall, Maplewood, both in New Jersey.

269,946.—Soap, Perfume and Disinfectant. Paul Villain, London, S. W. 2, England.

270,013.—Bottle Cap. The Stewart Manufacturing Co., Boston, assignee of Roy N. Stewart, Natick, assignee of Lucien S. Groves, Boston.

270,052.—Vanity Case. George E. Davis, Des Moines, Ia.

270,081.—Cuticle Remover. Ralph Kirkman, Brooklyn, N. Y.

270,089.—Dispensing Tube. Frederick L. MacDonald, Waltham, Mass.

270,225.—Polymerized Vinyl-Chloride Utilization. Louis A. Van Dyk, assignee of Iwan Ostromislensky, both of New York City.



## TRADE MARKS

<b>AZYMOL</b> 231,515	<b>Chapp's</b> M 116,885	 M 116,890	<b>FACE-EASE</b> M 116,905	 225,946	<b>BODY SWEET</b> 240,876	<b>L S</b> 242,247	 242,995
<b>BURNETT'S</b> 242,746	 212,156	 225,303	 238,476	<b>HALLOCK'S</b> 239,618	<b>PAVILION ROYAL</b> 240,184	 244,203	 242,498
<b>PELO MOLLO</b> 229,399	<b>ARENIA</b> 225,303	 235,443	<b>OPAL DENTALLINA</b> 235,039	<b>CARAVELLE</b> 240,301	<b>FALM BEACH</b> 242,435	<b>Rayodent</b> 245,267	 242,157
 240,956	 238,364	<b>MASQUE-ROUGE</b> 235,814	 240,612	 242,041	<b>Di-No-Mar</b> 245,081	<b>ChlorSol</b> 246,054	 246,057
 243,691	<b>MIDOWN VANISHING CREME</b> 238,364	 240,491	 242,040	 242,584	<b>LOVITA</b> 244,255	 245,516	 246,037
<b>DIRT-OFF</b> M 117,447	<b>PRESERVATIVE</b> 242,491	<b>DANDIFF</b> 243,426	 243,750	<b>DANOSOL</b> 246,354	<b>MARITA</b> 244,548	<b>Fanchon</b> 245,037	 245,775
<b>Wash Marriage</b> 245,653	<b>San-i-Creme</b> 243,117	<b>WINTER FLUID</b> 243,237	<b>TRIPLE EX</b> 243,746	 242,160	<b>KLEEN KLOG</b> 246,013	<b>AROSA</b> 245,580	 246,454
<b>MUELLER</b> M 117,134	 245,737	<b>AMITY</b> 244,932	 243,681	 244,137	<b>DOÑA FLOR</b> 245,781	 241,898	 245,119
 242,133	 245,018	<b>WINTER FLUID</b> 243,237	 245,796	 245,192	<b>Handee</b> 245,348	<b>Handee</b> 245,348	 243,718
 244,601	<b>Orchard Wedding</b> 245,316	<b>AMITY</b> 244,932	 245,390	 245,192	<b>HI-QUAL</b> 243,213	 244,516	 243,718
<b>SNOWHITE</b> 246,871	<b>TWIN LIGHT</b> 245,380	<b>LAIRNETT</b> 244,036	 245,390	 245,192	<b>ERABURN</b> 244,302	 244,992	 246,167
<b>EPICINE</b> 244,337	 245,176	<b>NILA</b> 244,896	 245,390	 245,192	 244,992	 246,167	 246,167
 244,350	<b>BI-IT</b> 244,606	<b>BROOKFIELD</b> 244,516	 245,390	 245,192	 244,992	 246,167	 246,167
<b>HINANO</b> 245,687	 245,906	<b>Handee</b> 245,348	 245,390	 245,192	 244,992	 246,167	 246,167
<b>LA PYRAMIDE</b> 244,075	 245,906	<b>NADA</b> 243,718	 245,390	 245,192	 244,992	 246,167	 246,167

## OUR PATENT AND TRADE-MARK BUREAU

This department is conducted under the general supervision of Howard S. Neiman, consulting editor on patents and trade-marks. This report of patents, trade-marks, designs, is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registrations

under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D." All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to.

PATENT AND TRADE-MARK DEPARTMENT  
Perfumer Publishing Co., 81 Fulton St., New York City.

Note—Dates given in Trade-Mark Registrations are those from which use of the mark is claimed.

# TRADE-MARK REGISTRATIONS APPLIED FOR (Act of Feb. 20, 1905)

212,154.—Edith Schultz, Chicago, Ill. (Sept. 1, 1922).—Toilet preparations.  
 225,303.—Wm. Grossman Co., Milwaukee, Wis. (Feb., 1925).—Food-flavoring extracts.  
 225,405.—The J. B. Ford Company, Wyandotte, Mich. (Jan. 1, 1906).—Alkali, industrial, special and modified forms of alkali and compounds thereof.  
 225,964.—Palmers, Limited, Montreal, Que., Can. (Dec. 26, 1925).—Toilet preparations.  
 228,384.—La Salle Products, Inc., doing business as "D'Ciny," St. Paul, Minn. (Jan. 5, 1926).—Perfumes, toilet waters, talcum powder, face creams, and hair tonic.  
 229,399.—Joseph Messina, Brooklyn, N. Y. (June 1, 1925).—Hair-dressing.  
 229,476.—Chas. A. Stevens & Bros., Chicago, Ill. (Jan. 18, 1926).—Toilet preparations.  
 233,039.—J. S. Tyree, Chemist, Inc., Washington, D. C. (Jan. 1896).—Dentifrices and liquid dentifrices.  
 233,316.—Inecto Inc., New York, N. Y. (Sept. 1919).—Hair dye.  
 234,127.—Junger & Gebhardt Akt.-Ges., Berlin, Germany. (April 1, 1914).—Hair tonic, mouth wash, perfumes, etc.  
 235,452.—Gaston Boudou, London, England. (Oct. 29, 1925).—Hair washes, hair preparations, and perfumes.  
 235,967.—Mary E. Moore, Boston, Mass. (Oct. 15, 1915).—Hair grower, shampoo, tetter salve, cold cream and face powders.  
 238,384.—Miown Creme Co., New York, N. Y. (June 8, 1926).—Vanishing cream.  
 238,483.—Caron Corporation, New York, N. Y. (Dec., 1925).—Perfumery and toilet water.  
 239,011.—Charles W. Bayne, doing business as Bayne Laboratories, San Francisco, Calif. (Oct. 1, 1924).—Face cream, shampoo, rouge, etc.  
 239,315.—Parfumeri F. Pauli A/B Stockholm, Sweden. (1898).—Antiseptic toilet preparations.  
 239,515.—Hallock-Denton Co., Newark, N. J. (Under 10-year proviso. 1869).—Bay Rum.  
 239,884.—Marcel Guerlain, Suresnes, Paris, France. (Jan. 1, 1925).—Perfumes and cologne.  
 240,157.—Willard S. Woodruff, Boston, Mass. (Feb. 1, 1926).—A general household cleaning preparation.  
 240,256.—Marcel Guerlain, Suresnes, Paris, France. (Nov. 1, 1924).—Perfumes, cologne, beauty creams, and skin lotions.  
 240,302.—Marcel Guerlain, Suresnes, Paris, France. (Nov. 1, 1924).—Perfumes, cologne, beauty creams, and skin lotions.  
 240,351.—Marcel Guerlain, Suresnes, Paris, France. (Nov. 1, 1924).—Perfumes, cologne, beauty creams, and skin lotions.  
 240,491.—Marcel Guerlain, Suresnes, Paris, France. (Nov. 1, 1923).—Perfumes, cologne, beauty creams, and skin lotions.  
 240,512.—Tacoma Grocery Company, Inc., Tacoma, Wash. (Jan. 3, 1905).—Food flavoring extracts.  
 240,876.—Plough Chemical Co., doing business as Fair-Plex Co., Memphis, Tenn. (Oct. 1921).—Deodorant.  
 240,956.—Thomas J. Cadorette, doing business as Two Brothers' Javelle Water Co., Peabody, Mass. (Jan. 1, 1924).—Water softener and a bleaching and cleansing solution for washing.  
 241,571.—Purity Chemical Products Company, Santa Rosa, Calif. (Dec. 15, 1925).—A laundry bleach.  
 241,629.—Leigh Chemist, Inc., New York, N. Y. Under 10 year proviso. 1894.—Compound for Cleaning the Hands, Shaving Cream, Shaving Powder, Soap.  
 241,898.—Pacific Coast Cannery, Inc., Oakland, Calif. (July 6, 1922).—Foodflavoring extracts.  
 242,040.—E. & J. Bass, Inc., New York, N. Y. (Feb., 1904).—Silver-plated puff boxes, silver-plated cologne bottles, silver-plated atomizers, silver-plated perfume trays, silver-plated compacts.  
 242,041.—E. & J. Bass, Inc., New York, N. Y. (Feb., 1904).—Gold-plated puff boxes, gold-plated cologne bottles gold-plated atomizers, gold-plated perfume trays, gold-plated compacts.

242,133.—Junger & Gebhardt Akt.-Ges., Berlin, Germany. (Apr. 1, 1914).—Laundry soap, toilet, shaving, polishing soap and soap powder and flakes.  
 242,247.—Pacific Coast Talc Company, Los Angeles, Calif. (Jan. 1, 1923).—Talc.  
 242,435.—The Napier Co., Meriden, Conn. (Dec. 21, 1925).—Vanity boxes.  
 242,495.—The Odell Company, Inc., Newark, N. J. (July 31, 1926).—Hair tonic, hairdressing and Eau de Quinine.  
 242,498.—The Preservaline Manufacturing Co., Brooklyn, N. Y. (1881).—Food colors, extracts.  
 242,520.—A. H. Cathcart & James S. Thompson Company, doing business as Lustrine Laboratories, St. Paul, Minn. (Oct., 1926).—Shampoo.  
 242,538.—George S. Heyer, Houston, Tex. (Apr. 1, 1888).—A skin powder termed "Prickly Heat Powder."  
 242,706.—Joseph Burnett Co., Boston, Mass. (1847).—Hairdressing, tooth wash, and preparation for beautifying the complexion, etc.  
 242,860.—Agnes C. Smith, doing business as The A. C. S. Mfg. Co., Americus, Ga. (Sept. 9, 1926).—Preparations for treating the hair and skin.  
 243,117.—San-I-Sal Laboratories, Inc., Washington, D. C. (Feb. 1926).—Face cream.  
 243,130.—Bourjois, Inc., New York, N. Y. (Oct. 20, 1926).—Toilet Soap.  
 243,192.—Henry Borgsmiller & Sons, Murphysboro, Ill. (May 1, 1918).—Lemon and vanilla extracts for food flavoring.  
 243,213.—The Howell Company, Inc., New Orleans, La. (Jan. 1, 1926).—Lilac perfume, Eau de Cologne, Bay Rum, Cold Cream, pomade, face powder, talc powder.  
 243,237.—Ralph W. Snider, doing business as Snider Drug Co., Peoria, Ill. (June 1, 1901).—Skin lotion.  
 243,426.—The Dandiff Co., Marquez, Tex. (Apr. 1, 1925).—Preparation for the treatment of dandruff.  
 243,491.—B. Heller & Co., Chicago, Ill. (June 15, 1926).—Food colors, chemical preparations for washing and cleaning purposes, chemical preparations for cleaning windows, market and butchers' utensils and tools, enamel and porcelain ware.  
 243,546.—Saul Hankow, doing business as Barbeez Laboratories, Baltimore, Md. (July 1, 1926).—Pastelike preparation to be used as a beard softener before shaving.  
 243,613.—The Louray Company, Grand Rapids, Mich. (Mar. 1, 1925).—Toilet preparations.  
 243,626.—Samuel J. Russell, doing business as Chlor-Vis Chemical Co., Chicago, Ill. (Feb. 1, 1925).—Germicidal preparation having stimulating, hemostatic, and deodorant properties.  
 243,681.—A. P. Babcock Company, New York, N. Y. (Dec. 29, 1926).—Toilet preparations.  
 243,685.—William Bloom & Company, Inc., New York, N. Y. (Oct. 15, 1926).—Perfumes, floral water, bath salts, face powder, bath powder and lip sticks.  
 243,718.—Lundsborg, Inc., New York, N. Y. (May 5, 1892).—Toilet preparations.  
 243,737.—Henry E. Zutz, St. Paul, Minn. (Feb. 15, 1922).—Creams and lotions for the skin, manicure preparations and toilet preparations.  
 243,750.—Citrus Soap Co. of California, San Diego, Calif. (Apr. 7, 1926).—Soap Flakes.  
 243,866.—Robert J. Magee, Chicago, Ill. (Sept. 15, 1926).—Washing powder and soap powder.  
 243,909.—William F. Wilson, doing business as Swift-Go Products Co., Trenton, N. J. (Feb. 28, 1923).—Hairdressing, Hair Shampoo and face creams.  
 243,933.—Forhan Company, New York, N. Y. (Jan. 15, 1927).—Antiseptics.  
 243,995.—Una Lucille Burke, doing business as No-No Products Company, Oakland, Calif. (Nov., 1926).—Deodorant toilet powder.  
 244,000.—Colgate & Company, Jersey City, N. J. and New York, N. Y. (Aug. 15, 1916).—Shaving Soap and Shaving Sticks.  
 244,001.—Colgate & Company, Jersey City, N. J., and New York, N. Y. (Jan. 10, 1927).—Dental Cream.  
 244,026.—Robinette & McLain, Washington, D. C. (Apr. 1, 1926).—Dry cleaners in paste and liquid form.  
 244,075.—Richard Hudnut, New York, N. Y. (Jan. 15, 1927).—Toilet preparations.

- 244,097.—The Palais Royal, Inc., Washington, D. C. (Jan. 21, 1927.)—Toilet Preparations
- 244,137.—Colonial Dames Corporation, Los Angeles, Calif. (Jan. 5, 1906.)—Beautifier, rouge, shampoo, etc.
- 244,153.—Greener-Lotspeich Mfg. Co., Knoxville, Tenn. (Oct. 31, 1899.)—Food-flavoring extracts.
- 244,163.—Los Angeles Soap Co., Los Angeles, Calif. (Mar. 22, 1913.)—Flaked and powdered soap.
- 244,203.—American Potash & Chemical Corporation, New York, N. Y. (1919.)—Borax and Boric Acid.
- 244,254.—Viking Laboratories, Inc., Charleston, W. Va. (Dec. 1, 1926.)—Toilet deodorant.
- 244,255.—Viking Laboratories, Inc., Charleston, W. Va. (Dec. 1, 1926.)—Skin lotion.
- 244,292.—J. Eavenson & Sons, Inc., Philadelphia, Pa. and Camden, N. J. (Aug. 16, 1922.)—Soap.
- 244,302.—Carl T. Hendricks, doing business as Ez-A-Burn Co., Hot Springs National Park, Ark. (May 1, 1926.)—Preparation for the treatment of chapped hands and all affections of the skin.
- 244,337.—Arnold Louis Van Ameringen, New York, N. Y. (Jan. 22, 1927.)—Natural and synthetic essential oils suitable for perfuming purposes.
- 245,348.—Richard Hudnut, New York, N. Y. (Feb. 17, 1927.)—Lip stick.
- 244,350.—The H. H. Erwin Co., Philadelphia, Pa. (Feb. 5, 1927.)—Perfumes, toilet powders, toilet creams and lotions.
- 245,390.—Georges A. Brouillet, Brookline, Mass. (Oct. 1, 1926.)—Dentifrice.
- 244,454.—G. R. Love, doing business as The Summit Laboratories, Oconomowoc, Wis. (Nov. 15, 1926.)—Tooth Paste, Mouth Wash, Hand Lotion, and rubbing Alcohol.
- 244,461.—E. Morris Mfg. Co., Detroit, Mich. (Feb. 2, 1927.)—Antiseptic Balm and Oil and shampoo preparation.
- 244,516.—F. Brookfield Slater, Washington, D. C. (Dec. 1, 1926.)—Tooth Powders.
- 244,548.—Vincent De Messimy, Chicago, Ill. (Oct. 15, 1926.)—Soap.
- 244,604.—Charles W. Clark, Westfield, Mass. (June 8, 1925.)—Hand Soap.
- 244,629.—Reichman & Faust, New York, N. Y. (Dec. 1, 1926.)—Nail Polish.
- 244,637.—Uneda Drug Co., Inc., New York, N. Y. (Feb. 10, 1926.)—Antiseptic, Astringent and Deodorant.
- 244,641.—The William A. Webster Company, Memphis, Tenn. (Jan. 25, 1927.)—Shaving cream, shaving sticks, shaving powder, toilet and laundry soaps.
- 244,701.—Lehn & Fink, Inc., New York, N. Y. (Dec. 1903.)—Tooth paste.
- 244,860.—Marcel Franck, Inc., New York, N. Y. (Feb. 1926.)—Atomizers for perfume and the like.
- 244,896.—Petronilla M. Verstynen, Rockford, Ill. (Feb. 7, 1927.)—Salve for chapped hands.
- 244,922.—Fitzpatrick Bros., Chicago, Ill. (Dec. 15, 1926.)—Soap.
- 244,982.—Cenol Company, Chicago, Ill. (Jan. 2, 1922.)—Foot soap, cleaning compounds for clothes, cleaning compounds for toilet bowls, shampoo soap, and liquid soap.
- 245,010.—Joseph N. Hanna, Highland Park, Mich. (Feb. 15, 1927.)—Hair Tonic.
- 245,018.—William C. Meyer, doing business as Wm. C. Meyer Drug Specialty Co., St. Louis, Mo. (Feb. 9, 1927.)—Lotion for cracked, chapped and bleeding hands.
- 245,027.—The Palmolive Company, Chicago, Ill. (Dec. 1922.)—Rouge, lipsticks, powders, cream, perfume, etc.
- 245,031.—Alice Passmore Rudy, Ada, Ohio. (Feb. 15, 1927.)—Hair Tonic.
- 245,033.—Stover, Inc., Detroit, Mich. (Feb. 16, 1927.)—Skin cream, skin lotions, dental creams, and face powders.
- 245,118.—Arnold Louis Van Ameringen, New York, N. Y. (July 7, 1925.)—Perfumes, essences of perfumes, essences of perfumery materials, aromatic materials, synthetic perfume materials, and ethereal oils.
- 245,119.—Albert Verley, Inc., Chicago, Ill. (Jan. 1924.)—Aromatic alcohols, aromatic aldehydes, aromatic esters, aromatic ketones, and aromatic ethers, all suitable for perfumery purposes because of their odors.
- 245,176.—R. C. Whitman, doing business as La Rosco Co., Macon, Ga. (Jan. 29, 1927.)—Hair Grower and dressing.
- 245,183.—The Armand Company, Des Moines, Ia. (Feb. 15, 1927.)—Face powder and cream.
- 245,250.—Wayne Cadwallader, doing business as Seacoast Laboratories, Sea Bright, N. J. (Jan. 10, 1925.)—Preparations in the form of crystals for laundry, toilet, household, and industrial cleaning.
- 245,267.—Edward Gorodess, doing business as The Gray Chemical Company, New York, N. Y. (Jan. 2, 1927.)—Tooth Paste.
- 245,316.—Anna Helen Arlt, Brooklyn, N. Y. (Aug. 1926.)—Toilet preparations.
- 245,335.—Ben Cassalia, doing business as The Aphrodite Mfg. Co., Syracuse, N. Y. (Jan. 3, 1927.)—Hair tonic.
- 245,494.—Hattie Jackson, Cleveland, Ohio. (Aug. 1, 1926.)—Hair tonic, hair straightener, hair shampoo, and toilet powder.
- 245,580.—S. S. Pierce Co., Boston, Mass. (Feb. 10, 1927.)—Perfumes, toilet waters, face powder, bath powder and bath salts.
- 245,653.—D. P. Paul & Co., New York, N. Y. (Oct. 1926.)—Perfumes.
- 245,775.—Maurice Babani, Paris, France. (Oct. 18, 1926.)—Perfume, toilet water, face powder, etc.
- 245,781.—Colgate & Company, Jersey City, N. J. (Sept. 10, 1926.)—Perfumes.
- 245,796.—Mari Trudeau Co., St. Paul, Minn. (May 15, 1926.)—Perfumes and toilet preparations.
- 245,811.—Societe Du Louvre (Societe Anonyme), Paris, France. (Nov. 12, 1923.)—Perfume, toilet water, face powder, sachet, etc.
- 245,906.—Graves & Meade & Baker Company, New York, N. Y. (Jan. 1, 1867.)—Dentifrice.
- 246,018.—E. M. E. Corporation, doing business as Kemiko Mfg. Co., Newark, N. J. (Dec. 3, 1926.)—Chemical compound for cleaning toilet bowls, sinks, bathtubs, and drainpipes.
- 246,054.—San Francisco Grocery Co., San Francisco, Calif. (Sept. 1, 1926.)—Bleaching fluid and disinfectant.
- 246,055.—Emil D. Schneider, doing business as Gintone Laboratories, Memphis, Tenn. (Mar. 3, 1927.)—Brilliantine.
- 246,265.—Bourjois, Inc., New York, N. Y. (Apr. 1, 1925.)—Perfume, toilet water, face powder, and sachet.
- 246,269.—W. R. Darlington, doing business as Darlox Manufacturing Company, Kansas City, Mo. (Jan. 17, 1927.)—Compound from which a treatment is made, intended to darken and restore faded, streaked, and gray hair to its otherwise natural color.
- 246,279.—Heather Company, New York, N. Y. (Nov. 1926.)—Toilet preparations, and perfumes.
- 246,280.—Heather Company, New York, N. Y. (Mar. 1925.)—Toilet preparations.
- 246,344.—Percy Graham, doing business as Gervaise Graham Company, Chicago, Ill. (Under 10 year proviso. Nov. 8, 1890.)—Hand lotion.
- 246,413.—Joseph Burnett Company, Boston, Mass. (1847.)—Hairdressing.
- 246,636.—Frederick A. Schwannecke, doing business as F. A. Schwannecke Co., New Rochelle, N. Y. (March 22, 1927.)—Face Powder, talcum powders, tooth powders, dusting powders, etc.

## TRADE-MARK REGISTRATIONS GRANTED

(Act of Feb. 20, 1905)

*These Registrations are not Subject to Opposition.*

- M226,883.—San-I-Sal Laboratories, Inc., Washington, D. C. (Serial No. 242,910. Feb. 1924.)—Hand and skin lotion.
- M226,890.—Harry Stern, doing business as H. Plunkett, Philadelphia, Pa. (Serial No. 243,327. Dec. 1, 1925.)—Perfumes, shampoo salve, hairdressing oil, hair grower, depilatory powders, shampoos and hair tonics.
- M226,903.—The Klinker Mfg. Co., Cleveland, Ohio. (Serial No. 243,953. 1906.)—After-shaving lotion and after-shaving talc.
- M226,915.—Jackson Company, doing business as Willard's Famous Formula Laboratory, Los Angeles, Calif. (Serial No. 235,905. Mar. 1, 1926.)—Cosmetics.





of the opposed flanges of said channelled edge portions with each other when the case closed.

1,624,140. Collapsible Tube. Karl Kiefer, Cincinnati, Ohio. Filed Sept. 21, 1923. Serial No. 664,079. 4 Claims. (Cl. 221-60.)

3. A collapsible tube having a self-sustaining closure consisting solely of intimately contacting portions of the tube walls having sharp folds which cross each other.

1,624,874. Loose-Powder Container. Samuel S. Radley, Gardner, Mass., assignor to Evans Case Co., Attleboro, Mass., a Corporation of Massachusetts. Filed Nov. 3, 1925. Serial No. 66,673. 5 Claims. (Cl. 132-82.)

1. A loose powder container comprising a body and a cover having an opening exposing the bottom of the body, said bottom of the body being in the form of a diaphragm closing said opening, the container outside of said opening and beneath the cover element forming a compartment for powder and the depression of the diaphragm serving to permit escape of the powder to the opening.

1,625,092. Toilet Powder Shaker. Ethel A. Poillon, Brooklyn, N. Y. Filed Nov. 19, 1926. Serial No. 149,399. 7 Claims. (Cl. 41-14.)

1. A toilet powder shaker comprising a perforated container and openwork ornamentation covering and concealing the perforated portion of said container but through which the powder may be sifted.

1,625,114. Compact Case. Charles N. Coryell, New York, N. Y. Filed April 26, 1926. Serial No. 104,511. 8 Claims. (Cl. 132-83.)

1. A compact case comprising a cup, a lid hinged thereto, said lid having an annular recess means to secure the lid to the cup, a mirror permanently fastened in the recess of said lid, said fastening means being integral, a notched compact body removably engaged in said cup, and means to release said compact body therefrom.

1,625,455. Vanity Case. John S. Corry, San Pedro, Calif. Filed Oct. 27, 1925. Serial No. 65,126. 11 Claims. (Cl. 132-83.)

1. A vanity case comprising a box-like structure formed of a base with a lid hinged thereto, a diaphragm hingedly connected to the base, having compact holders mounted therein, a false bottom below the diaphragm and a slidable tray in the false bottom.

1,625,669. Compact Powder Holder. John S. Lyon, Rochester, N. Y., assignor of one-half to John Bartholomew, Rochester, N. Y. Filed Jan. 11, 1926. Serial No. 80,514. 1 Claim. (Cl. 132-82.)

A tray or holder for compacted powder cakes of the character described embodying a sheet metal bottom having a surrounding shallow side wall, the upper edge of the material forming said wall being flanged inwardly and downwardly so that its margin is crimped against the inner face of the side wall at an outwardly spreading incline to strengthen the holder, a continuation of the outer surface of the side wall thus becoming an inner wedging surface for the cake.

1,625,771. Manufacture of Menthol. Karl Schöllkopf, Düsseldorf-Oberkassel, Germany, assignor to Rheinische Kampfer-Fabrik Gesellschaft mit beschränkter Haftung, Düsseldorf-Oberkassel, Germany. Filed Nov. 28, 1922. Serial No. 603,853, and in Germany Nov. 23, 1921. 3 Claims. (Cl. 260-153.)

1. The process for manufacturing inactive menthol which consists in heating thymol with catalysts promoting the hydrogenation and hydrogen under pressure, separating the inactive menthol from the liquid menthols mixture by physical methods and heating the latter mixture with catalysts promoting the hydrogenation and hydrogen under pressure.

1,626,023. Vanity Case. Charles N. Coryell, Mamaroneck, N. Y. Filed June 24, 1925. Serial No. 39,234. 12 Claims (Cl. 132-83.)

1. In a vanity box, a case having upwardly extending

sides, inwardly projecting edges on said sides, a cover for said case having edges projecting therefrom fitting closely within said inwardly projecting edge of said case, and a compact carrying backing in said case having its upper edges formed to insure contact with said projecting edge of said cover, whereby when said cover is closed said backings of varying sizes are held firmly in the vanity box.

1,626,311. Beauty compact. Edna Sibley Tipton, New York, N. Y. Filed Dec. 24, 1926. Serial No. 156,811. 4 Claims. (Cl. 132-79.)

1. In a beauty compact, the combination of a casing formed at opposite ends with openings, a plurality of parallel tubular chambers in the casing and communicating with the openings therein, said chambers being spaced from two opposite sides of the casing to form receptacles closed at their ends by the end walls of the casing, and adapted to carry beauty accessories, a closure member for each open end of the tubular chambers, said members being provided with inwardly facing sockets to carry beauty accessories, complementary to those carried in the receptacles, and hinged lids on opposite sides of the casing to form closures for the receptacles.

1,626,312. Beauty Compact. Edna Sibley Tipton, New York, N. Y. Filed Dec. 24, 1926. Serial No. 156,812. 3 Claims (Cl. 132-79.)

1. In a beauty compact, the combination of a casing having formed therein a plurality of tubular parallel barrels, each barrel being open at both ends, a closure for each open end of the barrels, each closure comprising a flanged head and an inwardly extended flange to fit in the bore of the barrel, a beauty aid receptacle fitted in and supported by each inwardly extended flange whereby to house beauty aids within the barrels.

1,626,413. Vanity-Case-Compact Holder and Catch. William G. Kendall, Newark, N. J. Filed June 22, 1926. Serial No. 117,809. 3 Claims. (Cl. 132-83.)

1. In a vanity case having a body formed with a substantially annular wall having an aperture therein and a lid having a projection, a catch and a substantially circular compact holder for said case stamped from a single piece of metal and formed with corrugations on diametrically opposite sides, a pressed out portion at one point adapted to project through said aperture so as to act as a press button, and an apertured extension arranged adjacent to the pressed out portion for receiving said projection.

1,626,474. Double-Swinging-Mirror Compact Case. SIMON MORRISON, Brooklyn, N. Y. Filed Nov. 23, 1922. Serial No. 602,678. 1 Claim. (Cl. 132-83.)

A vanity case comprising a body for receiving a toilet compact, a lid hinged to said body and having a ring for receiving and retaining a toilet compact, a double-faced mirror pivotally supported on said ring and a fastening element at the opposite side of the mirror from its supporting pivot adapted to project through said ring and hold the mirror in closed position, said mirror being adapted to swing at an angle to the swing of the other of said members and adapted to form a closure for the lid being adapted to fold over the bottom so that access may be had to the contents of the lid at the time the mirror is used, substantially as set forth.

1,626,499. Bottle Closure. CARLOS BENETTI, Barcelona, Spain. Filed May 5, 1925. Serial No. 28,249, and in Spain Mar. 20, 1925. 1 Claim. (Cl. 215-37.)

A closure for bottles comprising in combination a ball shaped cover, an annular rib in the upper portion of said cover provided by the pressing of an annular groove into the outer surface of said cover, and a conical stopper of suitable elastic material and held by said annular rib at its top part which is larger than the lower part so that said stopper as well as the bottle neck are protected by said cover from contact with foreign bodies.

1,626,613. Compact Holder. William G. Kendall, Newark, N. J. Filed July 20, 1926. Serial No. 123,614. 7 Claims. (Cl. 132-83.)

4. A compact holder comprising a receptacle having a cover, a compact tray located within the said receptacle, an ejector member located underneath said tray, said

ejector member being adapted to move said tray upwardly upon actuation thereof, and a ring made of resilient metal and surrounding the said compact tray, a portion of said ring being cut out and shaped to provide a spring member closely adjacent to and adapted to contact with and actuate the ejector upon inner movement of said spring member, another portion of said ring being cut out and shaped to provide a spring member which is located at the top of the tray and adapted to releasably hold the cover of the receptacle in closed position.

1,626,708. Process of Making Perfumed or Medicated Transparent Soaps. Paul Villain, London, England. Filed Oct. 31, 1924. Serial No. 747,113, and in Great Britain Nov. 7, 1923. 4 Claims. (Cl. 87-16.)

1. A process of making transparent soap and providing the same homogeneously with a protective film when dry, comprising the steps of adding to a hot transparent soap mixture a large quantity of non-crystallizable odorous fluid products and methylated spirit in equal parts and a small quantity of a film-forming soluble cellulose derivative; heating the resultant mixture to about 80°C.; partially cooling said mixture to about 72°C.; running the partially-cooled mixture into frames to form tablets; and leaving it to cool slowly in air, whereby the soluble film-forming cellulose derivative will appear as a thin coating over the soap tablets to retain the odorous products therein until liberated by washing with water, whereafter the coating is reformed by drying in the air.

1,626,814. Skin Cream. Fred E. Goodall, Chicago, Ill., assignor, by mesne assignments, to Van Ess Laboratories, Inc., Chicago, Ill., a Corporation of Delaware. Filed Nov. 9, 1925. Serial No. 67,759. 4 Claims. (Cl. 167-9.)

2. A skin cream containing cottonseed oil which has been previously treated with ultra-violet rays.

4. A preparation for use as a skin cream comprising a waxy substance, a mineral oil and a vegetable oil that has been treated with ultra-violet rays.

1,626,842. Compact Holder. William G. Kendall, Newark, N. J., assignor to Parfumerie Rigaud, Inc., New York, N. Y., a Corporation of New York. Filed Jan. 16, 1925. Serial No. 2,959. 1 Claim. (Cl. 220-32.)

A vanity case comprising two body portions and an intermediate ring all mounted upon the same hinge pintle; said ring having a groove in the wall thereof, the width of said groove being less than the width of said wall, a partition member held in a split ring held in said groove, a portion of one side of the lateral periphery of said ring being bent out transversely and curved to form a loop for said hinge pintle.

1,626,860. Machine for Making Compacts, Tablets, Wafers and the like. Garrett W. Mudd, Chicago, Ill. Filed Aug. 30, 1924. Serial No. 735,090. Renewed Sept. 22, 1926. 26 Claims. (Cl. 25-70.)

5. A machine of the character described including a support having a pocket for receiving the material to be compressed, a plunger movable in the pocket, an abutment movable across the end of the pocket in directions transverse to the direction of movement of the plunger, means for thus moving the abutment, said abutment cooperating with the plunger to compress the material therebetween, and means for causing the plunger to impart a plurality of impacts to the material in the pocket.

1,626,992. Folding Powder Puff. Alexandre Willk, Paris, France. Filed Mar. 17, 1926. Serial No. 95,360, and in France, Aug. 25, 1925. 2 Claims. (Cl. 132-78.5.)

1. A folding powder puff comprising in combination, a puff provided with spring members for sustaining the puff in its open position, a powder container, means for securing said spring members to said container, and a sleeve slidable on said container for contracting the spring members to fold said puff, said sleeve being adapted to enclose said puff in its folded position.

1,627,040. Method of Recovering Glycerin from Fermented Molasses Mash and Apparatus Therefor. James W. Lawrie, Wilmington, Del., assignor to E. I. du Pont de Nemours & Co., Wilmington, Del., a Corporation of

Delaware. Filed June 6, 1922. Serial No. 566,257. 8 Claims. (Cl. 87-4.)

7. In the art of producing glycerin by the fermentation of molasses, the steps of heating the unclarified concentrated slop, bringing the heated slop into contact with a hot gaseous carrier while pressure atomizing the slop under a pressure of at least approximately 30 pounds per square inch, to present an extensive surface to the carrier and maintaining a temperature to quickly vaporize the glycerin from the slop, and condensing the evolved glycerin vapors.

1,627,446. Detergent Compound. James Frederick Moseley, Manchester, England. Filed Sept. 1, 1921. Serial No. 497,667, and in Great Britain Oct. 16, 1919. 3 Claims. (Cl. 87-5.) (Granted under the provisions of the act of Mar. 3, 1921, 41 Stat. L., 1313.)

1. As a composition of matter, a detergent product consisting of a homogeneous, smooth, aqueous emulsion containing a saponaceous substance, water, an organic grease solvent undissolved by the water, and an aluminum silicate having the hydratable colloidal properties of bentonite, namely that by simply stirring the said colloidal silicate with water a homogeneous colloidal solution is obtained.

1,627,452. Process for Making Fatty Acids from Hydrocarbons. Walther Cornelius Harry Pataky, The Hague, and Frederik Jan Nellenstelin, Delft, Netherlands. Filed Aug. 24, 1925. Serial No. 52,226, and in Germany Aug. 27, 1924. 31 Claims. (Cl. 260-116.)

1. The process of making fatty acids from hydrocarbons, said process consisting in acting on the hydrocarbons in the liquid phase with an oxidizing agent and distilling off the fatty acids immediately upon their production.

### Italy May Be Jasmin Source

The production of essential oils from citrus fruits has proved so profitable an industry in Italy that the potential wealth residing in the essential oils extracted from flowers and herbs appears to have been lost sight of until now. With the exception of small quantities of oil of origanum, neroli, and petit-grain produced in the Messina district, there has been no distillation of flower essences.

An experiment is being made by one of the largest exporters of essential oils, who has planted at Contesse, a suburb of Messina, from 15 to 25 acres with jasmin shrubs and erected a distillation plant nearby. While the quantity of jasmin oil so far extracted is small, this practical test in an entirely new field for Sicilians is being watched by the local competitors with interest and also with some apprehension, it is said, by French manufacturers, who fear possible competition.

### Raw Materials Lower in England

(Special Correspondence)

LONDON, May 15.—There have recently been numerous changes in the prices of perfumery chemicals and essential oils here. The tendency is for lower levels in prices, but this is not supposed to be indicative, as a general feeling of an earlier improvement exists in this at present rather slack market. Amyl butyrate, cinnamic aldehyde, coumarin, musk ketone, citral, geraniol, linalool, methyl anthranilate and rhodinol are all lower in price, the change being especially noticeable in the case of the last five mentioned.

Among the essential oils, camphor oil and lemon oil are lower, while cananga, lavender and Bourbon geranium oils are more expensive.

A number of fine chemicals are about 25 per cent cheaper to the domestic trade as a result of their removal from the list of goods dutiable under the Safeguarding of Industries Act.

**Present at the Convention***(Continued from Page 135)*

Tombarel Freres .....	Grasse, France
C. H. Alker, C. J. A. Fitzsimmons .....	
Ungerer & Co. ....	New York City
F. H. Ungerer, Chas. Fischbeck .....	
U. S. Industrial Alcohol Co. ....	New York City
Fred Steffens .....	
A. L. van Ameringen .....	New York City
A. L. van Ameringen .....	
Van Dyk & Co. ....	New York City
S. Isermann, Donald Wilson, H. E. Keeler, M. Isermann .....	
Waterbury Paper Box Co. ....	Waterbury, Conn.
Fred L. Butz, Merrit Heminway, Barton Heminway .....	
Waterbury Button Co. ....	Waterbury, Conn.
W. F. Kaynor .....	
James A. Webb & Son, Inc. ....	New York City
A. F. Wortman, Thomas M. Bennett, Jr. ....	
T. C. Wheaton Co. ....	Millville, N. J.
F. H. Wheaton, Frank W. Mahr, E. S. Hagerthey .....	
Whitall-Tatum Co. ....	New York City
Mortimer S. Osborn .....	
White Metal Mfg. Co. ....	Hoboken, N. J.
Hubert Richter, Stanley Rumbough .....	
Whittaker, Clark & Daniels, Inc. ....	New York City
Samuel H. Clark .....	
A. H. Wirz, Inc. ....	Chester, Pa.
A. H. Wirz, S. H. Corkran, J. B. Blakiston .....	
Young Brothers .....	Providence, R. I.
L. Douglas Young .....	

**Visitors**

American Perfumery Laboratories .....	New York City
A. E. Mullen .....	
Col. Marston T. Bogert .....	Columbia University, N. Y.
Coupey Fils .....	New York City
E. H. Coupey .....	
Thomas W. Delahanty .....	
Department of Commerce, Washington, D. C. ....	
Emery Candle Co. ....	Cincinnati, Ohio
H. D. Armitage .....	
Theodore W. Foster & Brother Co. ....	New York City
Ralph W. Wilson .....	
J. C. Gambles & Co., Ltd. ....	London, England
J. C. Gambles .....	
Grecian Chemical Co. ....	Philadelphia, Pa.
R. L. Hefferan .....	
Harry H. Harrison .....	Atlantic City
Representing the Mayor .....	
International Magazine Co. ....	New York City
F. D. Wood .....	
Gorton, James .....	Washington, D. C.
Department of Commerce .....	
Klik-Tite Cap & Container Co. ....	New York City
Ralph W. Wilson .....	
Hon. M. Clyde Kelly .....	Pennsylvania
National Homogenizer Co. ....	New York City
P. M. Travis .....	
National Wholesale Druggists Assn. ....	New York City
Dr. E. L. Newcomb .....	
Parke, Davis & Co. ....	Detroit, Mich.
H. M. Dalton .....	
S. B. Penick & Co. ....	New York City
S. B. Penick .....	
Perfume Importers' Assn. ....	New York City
C. S. Welch .....	

Harry Pfaltz .....	New York City
Pinaud, Inc. ....	New York City
J. J. Quinn, George Panopulo .....	
Rubberset Co. ....	Newark, N. J.
A. H. Frique .....	
Salem Glass Works .....	New York City
C. L. Lightfoot .....	
F. J. Stokes Machine Co. ....	Philadelphia, Pa.
R. M. Truitt .....	
Albert Verley, Inc. ....	Chicago, Ill.
D. A. Bennett .....	
Prof. Curt P. Wimmer .....	New York City
College of Pharmacy, Columbia University .....	

**Doctors Urge Curb on Cosmetics***(Continued from Page 146)*

This is the use of the X-ray to destroy the hair. Many women who have been treated by this method have been found later to develop what is called 'pre-cancerous keratoses,' a thickening or hardening of the skin which not infrequently develops into true cancer."

The American Medical Association's exhibit on cosmetics deals with a complexion cream which was said to contain mercury, a drug which frequently causes black dots to appear on the skin when externally applied. A hair remover was said to contain sulphides which remove skin as well. A poster was devoted to a "beautifier" which was alleged to contain only epsom salts, water and coloring matter.

Still another poster described a cosmetic which was said to consist solely of clay and water. According to Dr. Cramp, 20 cents worth of dyed clay, mixed with water, makes the equivalent of \$10 worth of this facial application.

"The purpose of the legislation we are seeking is, first, to forbid the sale of certain dangerous poisons as ingredients of cosmetics; and, second, to compel all make of cosmetics to make truthful representations," said Dr. Cramp.

The poster exhibit of the association listed what were called notorious quack remedies still advertised and sold in great quantities about the country, but were said to be slowly disappearing from the market in New York. The exhibit also made milder attacks on some antiseptics used and prescribed by physicians and dentists. These were not attacked as dangerous or as utterly worthless, but charges were made of excessive advertising claims.

Physicians were urged to write "a scientific prescription rather than aid entrenched proprietary exploitation of simple and frequently inefficient remedies."

Legislation to define drugs properly and the use of the same locally, to check cosmetic "license" and false statements and to require on preparations for external use labels designating the ingredients, was advocated by Dr. E. B. Tauber, of Cincinnati, at a session of the Section on Dermatology of the American Medical Association, which is holding its Spring meeting in Washington.

Dr. Tauber presented a paper on "Cosmetics and Their Relation to Dermatology," in which, aside from enactment of legislation, he urged publicity sponsored by the entire medical profession to "expose the fallacies in cosmetics" and "oppose vague, untrue and questionable statements or advertisements of the cosmeticians or systems." He stated that propaganda for the dissemination of real knowledge should take the form of public lecture, public health exhibits and newspaper articles.

# Grasse Report for May

*From Our Own Correspondent*

GRASSE, May 7.—Following is the report on essential oils and floral products for May:

## Orange

The harvest will not be very large because in certain regions the trees have produced many new branches to the detriment of the flowering.

The flowering season this year is greatly delayed as last year at about this time the distillation of the oil had already started.

The Cooperative des Producteurs de Fleurs d'Orangers, which produces more than half of the entire production, has demanded an excessive price for orange flowers so that the Perfumery Syndicate of Grasse is unwilling to accept them. This Cooperative Association, aware of its producing power and convinced that the distillers will be forced to come to them, intends to impose its will. Many distillers are trying to fight against the pretensions of the Cooperative Association, but the large consumers of neroli remain indifferent toward the fight, although this fight is undertaken somewhat in their own interest. The distillers all are trying to work and fearing that a competitor might accept the terms which he might refuse and which therefore would place him in an inferior position with regard to production, each one looks distrustfully upon his fellows, and after having discussed the matter, is willing to buy at the best possible price.

In any event there may surely be expected a rise in the prices as compared with those of last year because the prices of the flower will be between 1.50 and 2 francs per kilo more than in 1926.

## Rose

The harvesting of the roses has not yet started at this time. An average (standard) crop is expected but there is no doubt that the prices of the flowers will be higher than those of last year. The stocks are not very large and on account of this everybody wants to handle some of the flowers and the crop will therefore be easily taken up. The producers demand higher prices than those of last year but the purchasers have not yet stated their position in this connection. In any event the rates are somewhat higher than those of last year.

## Jasmin

The spring labor has already commenced in the fields and the new shoots are breaking through the ground. However, it is not yet possible to give any information as to the size of the harvest nor as to the prices which may be charged. There is some talk about a drop in the prices as compared with those of last year. This is certain but definite statements as to the actual prices can only be made about July.

## Lavender

The transactions of the last few weeks have not been very important. The rise which was noted on account of the large purchases made during the previous month, has not been the start of a new forward movement. Prices

are stationary but it appears that lavender of low standard, which has hardly been purchased at all this year, can now be purchased on very advantageous terms. The higher grades which are scarcer are easily maintained at the levels which they have attained.

It is difficult to make any prophesies as to the coming distillation. Demand will be the principal factor in the establishment of the prices. There is one thing which will not change from previous years and that is the very complicated question of labor. If in industry and in certain fields of commerce there have been considerable declines during the last few months, there has not taken place any decline in the retail prices of foodstuffs. All foodstuffs are still being sold at the high prices prevailing during the financial crisis, and if in the wholesale foodstuff markets of the world, declines in prices have occurred, retailers have not followed suit and therefore the laborers have not been able to profit by any drop in the prices of foodstuffs. This situation, of course, will prevent any lowering of salaries and wages, the more so as labor is very difficult to obtain even by paying high wages. The price of lavender oil this year has reached extreme limits. The excessive price of the herb which prevailed at the end of the crop was due to the quantities required for tests for the manufacture of lavender concretes. In view of the small quantities of herbs needed by each manufacturer to make these experiments, he did not hesitate to pay a higher price, but these prices have brought about the present rates and the distillers of oil had to follow suit in order to obtain herbs. Thus their cost prices are extremely high and this has caused considerable losses. It is not expected that a similar movement will take place this year and moreover business in general is more quiet than last year during the same season. It may therefore be concluded from this that the prices will be about the same as they are at the present time unless a large demand should appear, causing an increase in prices.

## Peppermint

Since our last report peppermint oils have continued to drop. The approach of the new distilling season and the still large stocks which remained from the last season have caused a small panic among the less fortunate distillers who would now like to get rid of their stocks even by losing considerably on same.

## Geranium

After having dropped considerably the geranium oils have undergone a rise during the last few weeks. It has been reported from Reunion that the last cyclone had damaged mainly the coast of Madagascar, but not so much the Isle of Reunion. During the last week, however, the exporters of St. Denis have been induced only with difficulty to accept orders for future delivery. A rise in prices of about 20 francs per kilo has taken place. With regard to Algeria, on account of the large purchases placed by a broker for the account of a large overseas commission firm the prices have increased from fifteen to twenty francs per kilo.





### Denmark

**MARKET FOR PERFUMERY AND TOILET PREPARATIONS.**—Although Denmark has a population of only about 3,500,000, there is quite a large and active market for perfumery and toilet articles, and the consumption of such goods in the local market is considerably larger than in many countries having a greater population. Denmark does not have a well-developed industry engaged in the manufacture of toilet preparations and, with the exception of soaps of all kinds, local production is of relatively small importance.

France and the United States, in the order named, are the chief suppliers of the market, according to a report to the U. S. Department of Commerce. During recent years a number of new American toilet specialties, such as cold creams, vanishing creams, cosmetics of various kinds, dentifrices, deodorants, and manicure sets, have entered the local market. American deodorants are also sold quite extensively.

The duty on all toilet preparations is 70 oere per kilo, the duty being assessed on the gross weight. Perfumes pay a duty of 16.10 crowns per liter without colocynt and 2.50 crowns per kilo with colocynt.

### Egypt

**IMPORTS OF TOILET PREPARATIONS.**—Egyptian imports of perfumery and cosmetics failed to increase in 1926, after several years of steady expansion. The recently published statistics of 1926 imports reveal that despite the aggregate decline, the shipments from the United States actually increased as did those of Italy. France continues to supply over 75 per cent of the importation. A comparison of the imports of the past three years is presented below:

IMPORTS OF PERFUMERY AND COSMETICS

	1924 £ E.*	1925 £ E.*	1926 £ E.*
United Kingdom .....	10,211	13,471	13,546
Austria .....	204	573	168
France .....	88,299	98,375	97,753
Germany .....	7,635	5,711	4,976
Italy .....	2,672	2,890	3,495
Switzerland .....	1,645	1,179	1,020
United States .....	5,271	5,446	5,904
Other countries .....	1,585	1,203	1,010
Total .....	116,922	128,848	127,872
Total for 1922—105,968			
Total for 1923—106,236			

\*Egyptian pound—present value, \$4.9696.

### Haiti

**INCREASED IMPORTATION OF TOILET PREPARATIONS.**—Imports of perfumery, cosmetics, and other toilet preparations into Haiti were valued at \$143,000 in 1925, a 50 per cent increase over 1924. The following tabulation reveals that the major portion of this increased consumption was of

(Continued on Page 182)

### The Markets

#### Essential Oils, Aromatic Chemicals, Etc.

Although price movements since our last review have been confined within narrow limits, the general tendency has been downward. Stocks are fairly large in some instances but the general outlook is regarded as very promising with the warm weather approaching. The excitement in Chinese oils noted a month ago seems to have subsided.

Although there was little complaint about business, the demand was chiefly confined to jobbing requirements. According to some dealers business has been on a very narrow margin, but with improved weather conditions a steady gain in sales volume is expected. There has been more anxiety on the part of many holders to move stocks during the period under review, and many of the larger dealers were forced to make concessions in order to meet the so-called outside competition. Lower replacement costs have also played an important part in bringing spot prices down. Consumers were inclined to go slow in covering manufacturing requirements very far ahead.

French oils were rather easy, particularly geranium and lavender. The stock of these oils in this market was considerably larger than manufacturing requirements, and whatever strength existed abroad failed to be reflected here. Bois de rose developed a firmer tone reflecting the stronger position of the primary market. Vetivert and ylang ylang were steadily maintained among the oils paid for in French money.

The excitement in Chinese oils seemed to have quieted down during the past month, and prices suffered accordingly. The spot quotations on both cassia and anise are lower. Prices for forward parcels were cabled frequently, but little buying developed. Although conditions in the Chinese market were very unsettled, activity quieted down considerably. There are fair stocks of these oils held in producing centers and there has been some increase in the movement of oil to the shipping ports.

Floral products have shown little change. The outlook of this year's rose crop is, so far, very satisfactory. The bushes and especially the young ones are in healthy condition, and indications point to as good a crop as last season. Cables from the primary source from which Bourbon vetivert is obtained came through at lower prices, and even though more attractive prices are being quoted on spot, consumers have failed to increase the size of their purchases.

Citrus oils have been rather quiet. The demand for lemon in Messina has been practically at a standstill, and the coincidence of this inactivity with the improvement of the lira, has caused buyers to disappear. Although offerings were rather small, the absence of demand forced needy sellers to

(Continued on Page 182)

## PRICES IN THE NEW YORK MARKET

(Quotations on those pages are those made by local dealers, but are subject to revision without notice)

(See last page of Soap Section for Prices of Soap Materials)

## ESSENTIALS OILS

Almond Bitter, per lb...	\$3.30@	\$3.55	Guaiac (Wood) .....	3.00@	Tansy .....	6.50@
S. P. A. ....	3.60@	3.95	Hemlock .....	1.20@	Thuja .....	1.50@
Sweet True .....	.96@	1.00	Hops, oz. ....	16.00@	Thyme, red .....	.85@ 1.00
Apricot, Kernel .....	.74@		Horsemint .....	4.25@	white .....	.95@ 1.05
Amber, crude .....	.50@	.65	Hyssop .....	24.00@	Valerian .....	11.00@
rectified .....	.65@	.90	Juniper Berries, rectified. ....	3.30@	Verbena .....	3.75@ 7.00
Ambrette, oz. ....	55.00@		Juniper Wood .....	.60@	Vetivert, Bourbon .....	13.00@ 15.00
Amyris balsamifera .....	2.10@	2.20	Laurel .....	5.00@	Java .....	18.00@
Angelica Root .....	22.00@	28.00	Lavender, English .....	32.00@	East Indian .....	30.00@
seed .....	37.00@	42.00	U. S. P. "IX" .....	4.00@	Wine, heavy .....	1.75@
Anise, tech. ....	.67@		Garden .....	.55@	Wintergreen, Southern ..	4.50@
Lead free, U. S. P. ....	.74@	.80	Lemon, Italian .....	3.05@	Penn. and Conn. ....	8.00@ 9.50
Aspic (spike) Spanish...	7.00@	9.00	Calif. ....	2.60@	Wormseed .....	3.25@ 3.50
French .....	1.50@		Lemongrass .....	1.20@	Wormwood .....	7.75@ 8.00
Bay, Porto Rico .....	2.25@		rectified .....	1.60@	Ylang-Ylang, Manila ..	26.00@ 32.00
West Indies .....	2.25@		Limes, distilled .....	7.75@	Bourbon .....	12.00@ 15.00
Balsam Tolu .....	7.50@		expressed .....	11.50@		
Balsam Peru .....	9.00@		Linaloe .....	2.65@		
Basil .....	24.00@	36.00	Lovage .....	16.00@		
Bergamot, 35-36 per cent. ....	7.00@	9.00	Mace, distilled .....	2.10@		
Birch, sweet N. C. ....	1.90@	2.15	Mandarin .....	10.00@		
Penn. and Conn. ....	4.70@	4.75	Marjoram .....	6.25@		
Birchar, crude .....	.14@		Melissa .....	5.00@		
Birchar, rectified .....	.65@	.70	Mirbane .....	.15@		
Bois de Rose, Femelle...	2.75@	3.00	Mustard, genuine .....	12.00@		
Cade, U. S. P. ....	.30@	.35	artificial .....	2.30@		
Cajeput, Native .....	1.05@		Myrrh .....	12.50@		
Calamus .....	4.00@		Myrtle .....	4.00@		
Camphor, "white" .....	.15@	.16	Neroli, Bigarade, pure...	110.00@		
sassafrassy .....	.20@		Petale, extra .....	125.00@		
Cananga, Java native...	5.30@		Niaouli .....	2.50@		
rectified .....	6.50@		Nutmeg .....	2.10@		
Caraway Seed, rectified..	2.10@		Olibanum .....	6.75@		
Cardamon, Ceylon .....	40.00@	42.00	Orange bitter .....	3.15@		
Cascarilla .....	64.00@	70.00	sweet, W. Indian .....	3.00@		
Cassia, 80@85 per cent..	2.00@		Italian .....	3.45@		
rectified, U. S. P. ....	2.35@		Calif. exp. ....	2.95@		
Cedar Leaf .....	1.35@	1.40	dist. ....	2.40@		
Cedar Wood .....	.38@	.40	Origanum, imitation .....	.35@		
Cedrat .....	4.75@		Orris Root, concrete, do-			
Celery .....	9.25@		mestic .....	3.25@		
Chamomile, oz. ....	3.50@	5.00	foreign (oz.) .....	4.00@		
Cherry laurel .....	12.00@		Orris Root, absolute (oz.) ..	55.00@		
Cinnamon, Ceylon .....	12.00@	15.00	Orris liquid .....	18.00@		
Cinnamon leaf .....	1.50@		Parsley .....	6.50@		
Citronella, Ceylon .....	.42@	.46	Patchouli .....	11.70@		
Java .....	.60@	.65	Pennyroyal, American ..	2.55@		
Cloves, Bourbon .....	2.25@	2.50	French .....	1.95@		
Zanzibar .....	1.75@	1.80	Pepper, black .....	8.00@		
Cognac .....	22.00@		Peppermint, natural .....	4.35@		
Copaiba .....	1.20@	1.30	redistilled .....	4.55@		
Coriander .....	6.60@	6.85	Petitgrain, So. Amer .....	1.85@		
Croton .....	1.10@	1.35	French .....	15.00@		
Cubebs .....	4.80@	4.95	Pimento .....	4.50@		
Cumin .....	8.45@		Pine cones .....	3.75@		
Curacao peels .....	5.25@		Pine needle, Siberia .....	1.25@		
Curcuma .....	3.00@		Pinus Sylvestris .....	2.00@		
Cypress .....	5.50@		Pumilionis .....	2.75@		
Dillseed .....	4.50@	6.50	Rhodium .....	10.00@		
Elemi .....	1.65@		Rose, Bulgaria .....	10.00@		
Erigeron .....	5.40@		Rosemary, French .....	.72@		
Estragon .....	44.00@		Spanish .....	.50@		
Eucalyptus, Aus. "U.S.P." ..	.67@	.70	Rue .....	4.20@		
Fennel, Sweet .....	.96@		Sage .....	2.50@		
Galbanum .....	26.00@		Sage, Clary .....	24.00@		
Galangal .....	22.50@		Sandalwood, East India. ....	8.55@		
Geranium, Rose, Algerian ..	3.50@		Santalum Cygnorum .....	5.00@		
Bourbon .....	3.36@		Sassafras, natural .....	1.00@		
Spanish .....	16.00@		artificial .....	.30@		
Turkish (Palma rosa) ..	3.10@		Savin, French .....	2.00@		
Ginger .....	6.25@		Snake Root .....	13.50@		
Gingergrass .....	3.25@		Spearmint .....	4.65@		
			Spruce .....	1.20@		
			Styrax .....	12.00@		

## TERPENELESS OILS

Bay .....	6.25@	
Bergamot .....	17.50@	18.00
Clove .....	3.25@	
Geranium .....	8.50@	9.50
Lavender .....	14.50@	
Lemon .....	14.00@	20.00
Lime .....	40.00@	60.00
Orange, sweet .....	110.00@	
bitter .....	100.00@	
Petitgrain .....	6.00@	
Rosemary .....	1.75@	
Sage, Clary .....	45.00@	
Vetivert .....	35.00@	
Ylang-Ylang .....	22.00@	35.00

## OLEO-RESINS

Benzoin .....	2.50@	5.00
Capsicum, U. S. P. VIII. ....	3.50@	
U. S. P. IX. ....	3.50@	
Ginger, U. S. P. VIII. ....	4.60@	
alcoholic .....	3.00@	
Cubeb .....	4.00@	
Malefern .....	2.65@	
Oak Moss .....	15.00@	15.50
Olibanum .....	3.25@	
Orris .....	6.00@	15.00
Patchouli .....	18.00@	
Pepper, Black .....	4.50@	
Sandalwood .....	16.00@	
Vanilla .....	8.50@	15.00

## DERIVATIVES AND CHEMICALS

Acetaldehyde 50% .....	2.00@	
Acetophenone .....	3.60@	4.00
Acetyl Iso-eugenol .....	9.00@	
Aldehyde C 8 .....	40.00@	
C 9 .....	50.00@	
C 10 .....	30.00@	
C 11 .....	35.00@	
C 12 .....	45.00@	
C 14 .....	35.00@	
C 16 .....	25.00@	40.00
Amyl Acetate .....	1.00@	
Amyl Butyrate .....	1.80@	
Amyl Cinnamate .....	2.35@	
Amyl Formate .....	1.75@	2.00
Amyl Phenyl Acet. ....	5.00@	
Amyl Salicylate, dom. ....	1.45@	
foreign .....	1.65@	
Amyl Valerate .....	3.00@	3.50
Anethol .....	1.40@	
Anisic Aldehyde, dom. ....	3.40@	
foreign .....	3.75@	
Benzaldehyde, U. S. P. ....	1.30@	
F. F. C. ....	1.55@	1.90
Benzylidenacetone .....	3.25@	4.25
Benzophenone .....	5.50@	



## The Markets

(Continued from Page 179)

reduce their prices in order to move stocks. These lower costs have been reflected in the local trade, and in spite of this fact buyers have not shown any degree of willingness to anticipate very far ahead. Although quantity prices on bergamot were shaded, the general tone of the market failed to display any signs of weakening. The situation in orange is holding quite firm. Inquiry is gradually becoming more spirited, and it is believed that a gradual improvement in demand will be noted.

Mint oils continue to decline, and there are few if any indications pointing to an immediate improvement. In the outside market prices have been shaded frequently and the large dealers have been forced to meet this competition.

Demand for miscellaneous oils continues in satisfactory volume. Nutmeg and mace are holding firm. There is a fairly large supply of both cedar wood and cedar leaf, but prices have been holding up fairly well.

### Synthetics and Aromatic Chemicals

In common with other branches of the trade, the market for synthetics and aromatic chemicals has been quiet since our review of last month. There has been some small and moderate buying which has extended pretty generally throughout the entire list but has not been sufficient to make for real activity or market strength. Small quantity purchases for immediate needs of the buyers have been more to the fore than have large quantity or contract takings.

The trend of prices has been irregular. On the whole it seems more or less unlikely that there will be any immediate change in the general levels of values. Business is not of a character which would bring about a strong and advancing market and at the same time, the general price situation is on too even a keel to make for sharp reductions. The trend is slowly downward on most of the materials listed. This is due to the general trend of all commodity prices toward slightly lower levels rather than to anything having to do with the particular items themselves or with internal conditions in the industry.

Actual changes have been few in number during the last few weeks. On some of the highly competitive items, prices have shown slight recessions. Geraniol and some of the geranyl derivatives are easier. Linalool from bois de rose is firmer although there is still some quite cheap material available in the market. Tightness has developed in methyl anthranilate and the spot price of this article is somewhat firmer than it has been. There is an apparent scarcity of the material in the New York market although there has been no change in either import or domestic shipment quotations.

Musks are unchanged in price although there is more tendency to sell on the part of the holders and slight concessions might be made on bids. A wide range in prices is still the rule with some imported material quite cheaply offered. Thymol is a little firmer. Vanillin and coumarin are steady with resale parcels less of an influence upon the situation than they have been at various times in the past.

### Vanilla Beans

Locally the market has been somewhat more active with the approach of better weather and the heavier consumption which attends it. Doubtless this is felt to a greater degree than is usual this year on account of the fact that there are fewer contract purchasers and that contract takings are on

## Foreign Correspondence

(Continued from Page 179)

French products. Although the sale of American goods also enlarged, the gain was relatively small.

### Imports of Perfumery, Cosmetics and Toilet Preparations

	1924	1925
France .....	\$58,096	\$102,288
United States.....	29,126	34,271
Germany .....	3,350	3,821
Others .....	2,302	2,641
Total.....	\$92,874	\$143,021

Considering that only 10 per cent of the population are financially able to purchase anything in the nature of luxuries, the Haitian market for toilet preparations may be considered as favorable. France, because of historical and cultural traditions, as well as a favorable exchange rate, has always enjoyed the bulk of Haiti's import trade. It is reported, however, that many French shippers have decided to make quotations on a gold basis, a possibility that will favor the importation of American products.

### Reunion

PRODUCTION OF GERANIUM OIL IN 1926.—The official figures for the exportation of geranium oil have been published by the *Revue Agricole de Ile de la Reunion*. The figure for 1926 is 326,335 pounds, as compared with 372,281 pounds in 1925, a decrease of 45,746 pounds, or 12 per cent. This decrease is said to be due not to a diminution in the acreage, but to the damages done by the cyclone of April, 1926, with its heavy rainfall, and to insufficient fertilizing.

### Samoa

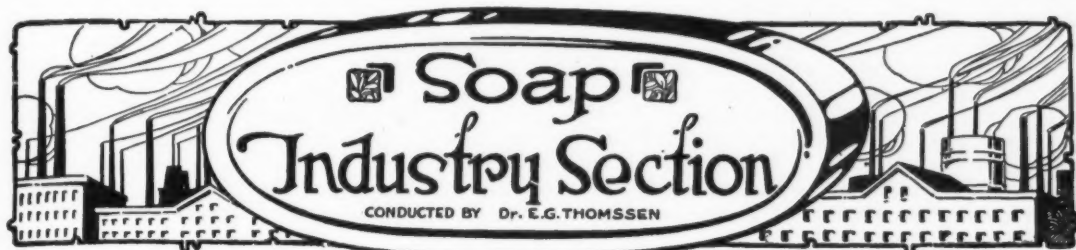
COPRA PRODUCTION LOWER.—Copra production for Western Samoa during the quarter ended December 31, 1926, was estimated by leading exporters at 2,910, as compared with 3,900 tons in the preceding quarter and 3,600 tons in the December quarter 1925, says Mr. Q. F. Roberts, American Vice-Consul Apia, Western Samoa, in a report, dated January 20, 1927, to the United States Department of State, and made public by the United States Department of Commerce. This brings the total estimated production for the year to 12,957 tons, as compared with estimated production of 15,000 in 1925 and 12,608 tons in 1924. Approximately 1,800 tons were on hand January 1, 1927.

the average, somewhat smaller than is usual. Prices have been reasonably steady during the month and while there may be further concessions by holders of heavy stocks, the general situation points to steadiness during the next few weeks, principally on the fact that holders anticipate an improved inquiry. No news of great moment from primary points is reported. Stocks for shipment in all markets are said to be sufficient for current purchases.

### Sundries

The feature has been the strength in all grades of denatured alcohol and in pure alcohol. All show substantial advances which the distillers attribute to difficulties in securing stocks of raw material. Scarcity of ambergris is also a feature. Natural musk is more plentiful. Menthol has declined slightly owing to Japanese financial difficulties which have forced some goods upon the market. Balsams are higher. Gum benzoin is also much stronger on account of difficulties in securing its passing by the Bureau of Chemistry. Business has not been exceptional in any of the items.





### Origin and Proof of Spoiled Fats and Oils\*

By Dr. J. Pritzker and Rob Jungkuntz

In the extensive treatment by the authors a short survey of the older and more recent conceptions concerning the rancid or tallowing condition of fats and oils is given. Then the several reactions of deterioration are described, the Kreis reaction is discussed in greater detail, and the chemistry of the theory of autoxidation of fats according to Tschirch and Barben is described in detail. On the basis of their experiments the authors reach the conclusion that the test proposed by v. Fellenberg with fuchsin-sulfuric acid has no advantage over the Kreis reaction. The experiments undertaken to clear up the nature of the bodies which condition the reaction of the deterioration yielded no results, at any rate a connection between the color reactions and the reactions of deterioration could not be shown. Likewise the experiment did not succeed in isolating the carriers of the reactions of deterioration. In the experiments for determining the reason why the Kreis reaction does frequently not take place in case of manifestly spoiled fats and oils it was possible to prove that free fatty acids and peroxides of fats do not hinder the reaction.

Various fatty acids and their derivatives were tested with reference to their behavior in the reactions of deterioration, and in this connection it was learned that with the exception of an oleic acid ethyl ester they did not yield this reaction. Oleic acid esters freshly prepared in the laboratory at first yielded no reactions of deterioration, however these reactions occurred after short exposure to light, and became extremely intense after an exposure of fourteen days. The oleic acid esters exposed to light yielded at the same time also strong peroxide reactions. The methyl esters and ethyl esters of oleic acid seem accordingly to be especially suited for the study of the chemistry of the reactions of deterioration, and the observations made on them may be explained by the Tschirchian theory of autoxidation.

\* From *Seifens.-Ztg.*, Vol. 53, No. 10 (1927).

### Washing Compounds Containing Sodium Silicate

W. KIND. *Seifensieder Ztg.* 53, 618-9, 633-4 (1926).—The use of condensed  $H_2O$  in boiling and rinsing wash goods caused no fiber incrustation, the ash after 20 washings 0.12%, of which 0.08% is  $SiO_2$ , while tap  $H_2O$  of 12° hardness (German) showed 2.73% ash (0.23%  $SiO_2$ ) under the same treatment.—*Chemical Abstracts*, Vol. 20, p. 3829.

### Doctors Seeking New Ailments

A convention of American doctors is going over to England this year. Probably in order to find a few new ailments for which they can prescribe alcohol.—*Judge*.

### New Soap Inquiry by Government

(Special Correspondence)

The Government is conducting a Sherman law inquiry against certain soap manufacturers, it was learned recently when three officers of John T. Stanley & Co., Inc., soap manufacturing concern in this city, appeared before Federal Judge Thomas D. Thacher, to answer a complaint that they had refused to obey subpoenas requiring them to produce books, papers and other records of their company.

Two of them, Alfred T. Stanley, vice-president and treasurer of the company, and John W. Stanley, secretary, were charged with contempt in failing to obey the subpoenas issued by the Federal Grand Jury. John T. Stanley, eighty-four-year-old president of the company, who was directed to produce his personal records and who had so far failed to do so, was not cited for contempt.

Statements made in court by Israel B. Oseas and Porter R. Chandler, special assistants to the Attorney General, indicated that Sherman law proceedings were also pending against other soap manufacturing concerns, including Swift & Co. and the Van Iderstine Company. It was said that these two concerns had complied with the requirements of the Grand Jury.

Judge Thacher said he would withhold decision on the contempt charge, but would direct the Stanleys to obey the subpoenas and produce the required records. Thereupon porters brought into court several packing cases which Nathan Probst, counsel for the Stanleys, said contained the records asked for. Judge Thacher advised counsel for the Government to discover as soon as possible whether they were the ones sought.

Alexander B. Royce, chief Sherman law prosecutor for the Government in this jurisdiction, admitted that an inquiry into the manufacture of soap was pending. A Sherman law proceedings, he said, was always based on allegations that defendants were seeking to raise prices and restrict production of commodities, but pointed out that inquiries of this nature were not always followed by indictments. He said the inquiry began early in April and that the subpoenas were served between April 20 and 23.

### Hydrogenation of Oxidized and Polymerized Oils

Laboratory experiments confirmed the possibility of such a hydrogenation. The iodine number of the oxidized and polymerized oils is lower than that of the initial oils. For this reason the quantity of hydrogen necessary for hydrogenation is correspondingly less. It is claimed that for this reason a new substance is furnished to the stearin factories. By way of example the yield of solid fatty acids from cottonseed oil, it is claimed, could thereby be essentially increased.—*Masloboino-Schirowoje Delo* (1926), No. 12.

## Shaving Soaps\*

By E. H. Uensch

To this soap altogether too little attention is paid at the present day. Many sorts are found in the trade which do not answer in all respects the requirements which are made of a shaving soap. The critical user demands of a shaving soap the following qualifications:

1. Complete neutrality. 2. A definite hardness, yet spreading easily. 3. White color. 4. Quick lather. 5. Creamy, long persisting lather. 6. Agreeable odor.

The achievements of these points depends upon careful selection of the fat used and upon conscientious work in applying the following working method which I consider completely satisfactory:

A. Preparation of a shaving soap by the half boiled process. B. Preparation of a base soap. C. Mixing both kinds of soap by mechanical process. D. Perfuming.

For proportions use: 50 parts of stearic acid, double pressed; 2.5 parts of glycerine chemically pure, 28 Bé.; 20 parts of potash lye, 38 Bé.; 7.5 parts of soda lye, 36 Bé.

The exactly weighed lyes, free from carbonic acid and cooled clear, are brought to a boil in a large water bath kettle, and the hot stearin-glycerine mixture is added in a thin stream by constant stirring. The stearic acid was previously melted in a special kettle, and the exact amount of glycerine was added by stirring, so that the mixture should have a temperature of about 75 deg. C. The soap mixture resulting must be carefully observed (glass samples), in order to be certain that complete saponification has taken place, and on the other hand that all excess of alkali is avoided. The soap mixture is kept in the water bath well covered till it has become perfectly clear. During this time the saponification process is constantly tested and the process is watched till a hardly perceptible excess of free alkali remains so that one has the satisfaction of complete saponification. Now the soap may be framed, allowed to cool, cut into thin shavings, and these subjected to a slow drying process at moderate temperature. The analysis of the soaps:

Pure fatty acids.....	62.5%
Total alkalinity .....	9.4%
Free alkali .....	traces
Carbonate alkali .....	.....
Glycerine .....	3.1%
Water content about.....	25.0%

In order to make the soap suitable for further elaboration it is necessary to remove about 8—10% of water by drying. The base soap next required is for the most part kept in storage in soap factories, since it is used in the preparation of choice soaps. The base soap is prepared by boiling, and the following recipe is used: First class tallow 60%, lard 15%, coconut oil 25%. The boiling process of this toilet soap stock is sufficiently well known, so that a detailed description may be omitted. It may be simply mentioned that the finished soap is dried in a drying chamber, or by the older method on racks till it is ready to be milled. The chips are then ready to be worked up when the water-content has been reduced to about 13%. Now the stearic acid soap and the base soap chips are mixed in the right proportions till a definite homogeneous product is obtained. The best proportion is the following:

Stearic acid soap chips.....	60%
Base soap chips.....	40%

Shortly before the chips are fed to the press the perfume is added.

The round bars as they emerge from the press are cut into desired lengths are put through the rounding machine, are wrapped into parchment paper, and then provided with their special wrapper. When packed into aluminum boxes, shaving soap forms a very attractive article which finds a ready sale.

Finally some perfume recipes may be given computed for 100 kg of soap:

### I

25 gm. Methyl ionone.  
25 gm. Oleoresin benzoin  
15 gm. Civet, tincture.  
30 gm. Musk, tincture.  
50 gm. Special perfume.  
355 gm. Rose, artificial.

### II

80 gm. Oil of bergamot  
120 gm. Oil of caraway  
20 gm. Oil of orange  
40 gm. Oil of lavender  
40 gm. Oil of thyme.

The above soap represents a happy combination of soap prepared by half boiled and boiled processes. Since these soaps separately do not meet the requirements above laid down, it is possible by correct mixing of both sorts to produce a shaving soap which meets all requirements.

## Rational Preparation of Eschweiger Soaps

F. Kasatkin-Moscow writes in *Masloboino-Schirovcoje Delo* (1926), No. 10-11: In Soviet Russia there is a large circle of consumers of Eschweiger soaps. The national and cooperative soap industry is compelled to increase its production, although it has disappeared from the market in other countries in consequence of its circumstantial and expensive method of production. Accordingly efforts are made in the Soviet Union to lower the costs of manufacture of Eschweiger soaps. For this purpose Kasatkin proposes, among other things, cooling the soaps in frames with water, thus saving nearly two-thirds of the time. By this method of cooling it was possible also to save much space. The water cooling method of Eschweiger soap in molds proposed by Kasatkin is said to have been carried out in the factory of the Zentrosojus and in another large soap factory and in each case proved itself practical. The only disadvantage of this method is said to be an increase in waste of 20—25%.

## Detection of Castor Oil

VIZERN and GUILLLOT (*Ann Chim. Analyt.*, 1927, [ii], 9, 1—2).—About 10 g. of the fatty mixture are saponified, and a mixture of the dry soap with 7—8 g. of caustic potash is heated in a porcelain crucible gently at first and then strongly, and the fused potash intimately mixed with the soap. On the appearance of white fumes heating is stopped, the crucible covered, and when cool the under surface of the lid will have the odor of octyl alcohol if 5% of castor oil was present in the original mixture. With practice and the use of a comparative test with the same predominating oil as in the mixture as little as 1% of castor oil can be detected. It is probable that the oil of *Curcas purgans* would give a positive reaction, but for typical non-drying, semi-drying, and drying oils negative results were always obtained.—*British Chemical Abstracts*.

\* From *Dent. Parf.-Ztg.*, Vol. 13, March, 1927.

# The Technology of Powdered Soap

*A Discussion of Importance to the Manufacturer*

*by R. W. Mitchell, Chemist*

*The Lockwood, Brackett Co., Boston, Mass.*

*(Specially Written for This Journal)*

Powdered soap is an important item entering into the composition of numerous toilet articles, cosmetics, and pharmaceutical preparations. It is important for the reason that the nature and quality of these various articles is profoundly influenced by the powdered soap that enters into them even though it be in small amount.

Although used as a constituent of products of such wide variety as permitted by the above classification, there are a few simple properties to which the soap owes its use.

Probably its most important function is an emulsifying agent. Its detergent action is also important in many cases. Many creams, pastes, or salves owe their consistency to the gelation capacity of the soap in them. Soap also often serves as a convenient medium for carrying in the form of cream or paste some material otherwise not convenient or possible to use.

Soaps may be, and are, made from all kinds and qualities of oils and fats. The nature of the soap depends upon the kind of oil used in its manufacture. The quality of the soap is dependent upon the quality of the oil and the skill and care exercised in its saponification. Needless to state, a soap entering into toilet or pharmaceutical preparations should be made only from high grade raw materials. Any possibility of off-color or odor, liability to rancidity or of poor texture, resulting from the use of inferior raw materials cannot be tolerated here. For powdered soap, animal fats have not been found suitable because of hard greasy texture, the stiffness of their gels (both aqua gel and alco gel), and poor solubility and poor rinsing. A very comprehensive discussion of soap gels and gelation capacities is given in Fischer: "Soaps and Proteins." On page 22 the relation between oleate and stearate soaps shows that the amount of water held by one gram anhydrous soap is 3.28 for oleate and 88 for stearate. Of the wide range of vegetable oils—olive oil, peanut oil, palm oil, cottonseed oil, soya bean oil, castor oil, coconut oil, and others are used. Of these, however, long experience has proven that only olive oil soap—Castile—gives a powdered soap which will satisfactorily meet all the requirements exacted. Cottonseed oil soap tends to darken and go rancid on aging. Coconut oil soaps, while valued for their abundant foaming, have an irritating and coarsening effect upon the skin, palm oil soap has an unsuitable odor and also is apt to darken in color, etc. In the trade the preference of consumers of powdered soap has always been for Castile.

## Various Soap Ingredients

In making Castile soap, olive oil is used and is saponified with caustic soda. In making other soaps, blends and mixtures of the various other oils are most commonly used. Often other oils are so blended as to have the resultant soap approach as closely as possible to the properties of olive oil soap. Soaps produced from such mixtures, however, are not free from the individual drawbacks of their

constituent parts. That is, a soap containing one-third coconut oil will only be one-third as harsh to the skin as a straight coconut oil soap, yet it will still be an irritant. A soap containing one-third cottonseed oil will not turn brown and develop a rancid odor as fast as one made entirely from cottonseed oil; yet it will do so to some degree.

Olive oil soap has long had the reputation as a very mild yet efficient soap. In solution it is apparently less hydrolyzed than the soaps of the saturated fatty acids, and hence its solutions are less alkaline. Olive oil Castile soap largely consists of sodium oleate; no oil contains as high a per cent of oleic acid as olive oil. Lapworth and Mottram (J. S. C., 1925, 127, 1628) give the composition of the fatty acids of olive oil as oleic acid 72%, linolic 12-13, higher saturated fatty acids 14-15. Myddleton and Barry (Fats: Natural and Synthetic, page 109) give oleic acid 75.4%, palmitic 14.6, and linolic 10.0. Jamieson and Baughman (J. O. F. I., 1925, 2, 40) give glycerides of oleic acid 84.6%, of linolic acid 4.6, of myristic acid a trace, of palmitic acid 6.7, of stearic acid, 2.3, of arachidic acid 0.1. Oleic acid is an unsaturated acid; lauric, palmitic, and stearic acids found in large proportion in other soap fatty acids are saturated. In general unsaturated organic acids are stronger than the corresponding saturated acids. This is true throughout all types of organic acids, the unsaturated acid having a greater value for K, its dissociation constant, than the corresponding saturated acid. Therefore, the degree of hydrolysis of the salt of an unsaturated acid would be less than that of the salt of a saturated acid, and its solution would be less alkaline, and less harsh upon the skin. Castile soap is hence especially suited for sensitive skins, or for contact with mucous membrane or healing tissue. These properties, which are noteworthy in the soap itself, are of value when it is used in toilet or pharmaceutical preparations. Other valuable characteristics of powdered olive oil soap are that it has very little taste, and has a pure white color, and when correctly made neither darkens in shade nor grows rancid on aging. The lather of olive oil soap is not quick rising but is abundant, thick and close grained. The soap is readily soluble in both water and alcohol and is a very free rinsing.

Sodium oleate (the main constituent of olive oil Castile soap) is the soap of maximum emulsifying power (below 50 deg. C.) as has been scientifically demonstrated by Hillier by his well known work on surface tension of soap solutions. The recent work of McBain and others on the conditions prevailing in aqueous soap solutions indicates that the increased emulsifying effects of oleate soaps over others such as palmitates or stearates, is not dependent so much upon their relative degrees of hydrolysis, but upon the fact that with oleate soaps the formation of hydrophillic ionic micelles persists unto unusually low concentrations. That is, at low temperatures with olive oil soap more of the dissolved soap is in an effective colloidal state than occurs

under similar conditions with other types. Fischer: Soaps and Proteins, page 151, says: "Those soaps are the best emulsifying agents which at the temperature of their use and in the presence of water yield essentially liquid systems of the type water-dissolved-in-soap. For this reason the oleates, linolates, etc., are of all the soaps studied, the best emulsifiers at ordinary (room) temperatures, because, besides having high hydration values, they are liquid."

#### Graining of Soaps

In any soap, whether as cake or powder, a pure clean whiteness and the ability to retain this whiteness on aging, are most important. A factor profoundly influencing these points is the manner in which the soap is grained during its production. On graining an olive oil soap with a strong brine a whiter and a more stable soap is obtained than by the use of a weak brine. This is due to two causes:

In graining with a strong brine there is a sharper and more complete separation of *negre*. This means that the top layer of curd soap is more effectively cleansed of impurities such as vegetable coloring material, resinous matter and vegetable mucilage. It is to these impurities that development of discoloration and odor is largely due. The composition of the actual soap content of the curd is also slightly effected. Where the salt concentration is high there is a tendency for the proportion of the salts of more highly unsaturated fatty acids as linolic, to increase in the *negre*. This shows up in the iodine number of the finished soap. A Castile soap having 86 as the iodine number of its fatty acids when grained on a weak brine, gave a value of 83.6 when the salt concentration was doubled. Both soaps were pure white when fresh. The first was distinctly yellow in tinge after 60 days and had become a light tan color in six months. The second held its white color unchanged. This was checked on three different samples. The soap grained on the stronger brine retains in the finished soap a larger percentage of sodium chloride. This salt content also has a profound influence on the quality of the finished soap. Aside from its effect upon the colloidal condition and micro structure of the soap filaments, making a very hard, close-grained and brittle soap, it acts as a preservative against the chemical changes due to oxidation which cause loss of whiteness and development of rancid odor.

Samples containing various percentages of sodium chloride showed the following results when left exposed to the air in bar form (at room temperature) and out of sunlight:

0.3% NaCl—white (yellow tinge) when fresh—light brown in three months.

0.63% NaCl—white when fresh—light brown in five months.

0.97% NaCl—pure white when fresh—slight yellowing in twelve months.

1.38% NaCl—pure white when fresh—no change after twelve months.

These tests confirm an opinion formed through the analysis of a large number of samples over several years. In all cases where color was unsatisfactory (and unsaponified oil was absent) the sodium chloride content was low. All cases where very old samples had retained their whiteness and sweetness perfectly showed a relatively high sodium chloride content.

Thorpe: Dictionary of Applied Chemistry VI, 1926, page 148, makes some interesting comments on this point. "The presence of sodium chloride appears to delay the develop-

ment of color, probably because it inhibits hydrolysis." "The discoloration that develops upon the surface of soap made from maize oil is not due to the color of the oil or to sunlight but results from atmospheric oxidation of the saponified unsaturated glycerides, e. g., sodium oleate and linoleate."

"Over-heating of the soap during manufacture aggravates this defect." "Dry soap, i. e., a well grained soap or one that has been smoothed and then dried does not become discolored so quickly as a smoothed or moist soap." "The more rapid deterioration of the wet samples appears to be due to the sodium hydroxide set free by hydrolysis which acts as a catalyst of the oxidation." It is not believed that this last statement correctly explains the facts. The more rapid discoloration of moist soap is due to the fact that partial hydrolysis to acid soaps may occur, and that acid soaps or free fatty acids are much more susceptible to oxidation than when bound in the form of neutral salts (or soaps). The presence of sodium chloride has the effect of repressing this hydrolysis and hence decreases the tendency to oxidation. Excess free NaOH of course has even a stronger tendency to prevent hydrolysis, but for other obvious reasons it may not be present in a neutral soap, where a small amount of sodium chloride (neutral) is not objectionable.

The U. S. P. specification of not over 1% of alcohol insoluble matter has the virtue of assuring a high value for real soap content. It has the drawback, however, of implying a lack of value in the alcohol insoluble material (which is almost always largely sodium chloride). It is the firm conviction of the writer that the maximum value of 1% (or even up to 1.4% of sodium chloride) is a distinct advantage in a Castile soap, it having the merit of ensuring a soap of superior whiteness and better keeping qualities. A soap containing 1% NaCl is much superior in quality to one containing but 0.1% NaCl (other things being equal).

Beyond the composition and the quality of the soap which is to be powdered there are further the important points of its preparation for milling and the operation of milling itself.

#### Preparation and Milling

In preparation for milling the soap must be dried carefully to reduce its moisture content to a low value. This must be done in such a way that the soap is shielded from direct radiation from any surfaces at high temperature, and so that its temperature does not rise above 125 deg. F. Otherwise, chemical changes are initiated in the soap causing darkening in color and development in odor and loss of keeping qualities.

In the milling care must also be taken to avoid over-heating, for there is considerable mechanical energy turned into heat during the comminution of the soap. Lack of care here may turn a first rate soap into an inferior powder, for in the mill a large volume of air is circulated in intimate contact with the tremendously large surface area exposed by the finely divided soap.

Most milling today is done in high-speed beater mills which quickly disintegrate the soap to very fine particles. These particles are classified by air separation, all the particles greater than a given size being automatically returned to the mill for further subdivision.

The average grade of powdered soap on the market will pass 80% through 200 mesh, 95% through 150 mesh and 97 to 98% through 100 mesh. Better grades are available passing 90% through 200 mesh and 98% through 150 mesh.



(A solid in this state begins to approach the properties of a fluid—it flows and pours like liquid.) Fineness of subdivision is important where dry mixes or pastes are to be made, in that the finer the powder the more intimate the mix and the more homogeneous the product. A paste made with a coarse powder will gradually change in consistency on aging as the coarse soap particles either very slowly dissolve and diffuse through the mixture or change their degree of hydration.

Dryness in a fine powder is important to prevent lump segregation. It also allows ready absorption of any admixed liquid materials which the soap is to carry.

#### Keeping Quality Important

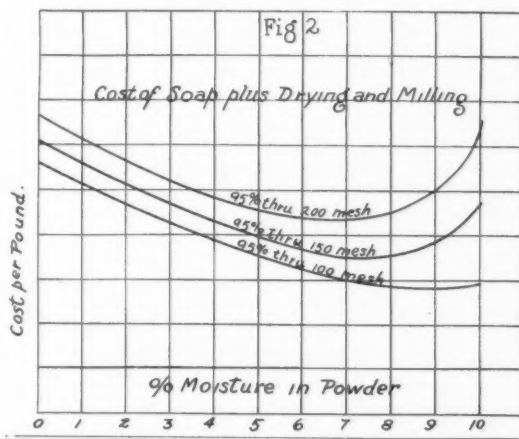
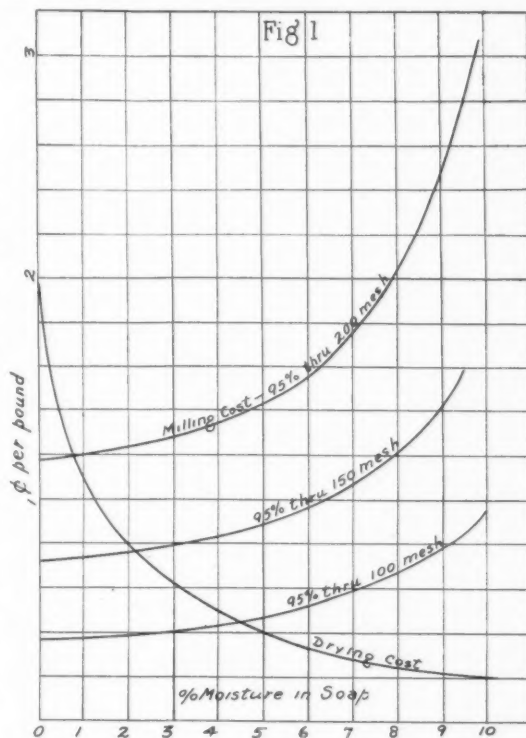
The keeping quality of powdered soap is very important. Beyond the common trouble of "yellowing" or "browning" on aging and the development of objectionable odor, the phenomenon of spontaneous combustion or charring in powdered soap is not at all uncommon. This phenomenon has been noted in Thorpe's Dictionary of Applied Chemistry, Vol. VI, p. 150. (See also Pharm. J., 1923, 314 and 339.) Pure sodium oleate is below 125 deg. C. quite stable. Above this temperature it may undergo two changes: (1) Oxidation at the double bond of the oleic acid chain. (2) A tautomeric change into its more stable isomer the salt of elaidic acid. Both of these changes liberate heat, which in turn causes further action, etc. If the soap is in the form of fine powder (where its surface exposed to atmospheric oxygen is large) and if it is stored in a close space under such conditions that any heat generated in it is only slowly dissipated, the phenomenon of spontaneous combustion may occur, such as we are more familiar with in oil or paint rags. In extreme cases actual burning or charring of the soap may occur. In mild cases the powder turns brown. Traces of unsaponified oil in a soap make this oxidation much more apt to occur. Soaps containing cottonseed or corn oil are very prone to go this way. Soaps containing some moisture, 5 to 10%, undergo spontaneous combustion more readily than "bone dry" powders.

In milling the dried soap there are several economic factors to be considered. The more thoroughly the soap is dried the easier it mills and the greater is the output of a mill per unit of time and power. The saving of time and power is, however, partly offset by increased drying cost. Minimum operating cost may be arrived at from curves of the type shown in Figure 1.

Minimum cost per pound of finished powder also involves consideration of the value of the material figured on an anhydrous basis, there being a balance between drying and milling costs and the per cent anhydrous soap in the finished powder. These considerations give curves of the type shown in Figure 2.

It is apparent from these considerations that there is an optimum set of milling conditions (which will vary slightly with the milling and drying equipment) to be arrived at for the most economical production of powder. Summing up, it may be said that both long experience and the preference of users, as well as technical considerations, lead to the conclusion that olive oil Castile soap is the most suitable material for producing the powdered soap utilized in the preparation of cosmetics and pharmaceuticals. This soap should be made from pure olive oil so saponified as to yield a permanently white and sweet soap, for permanence and stability are exceedingly important in the above classes of products. The sodium chloride content of the finished soap

has an important bearing upon its properties, a certain minimum percentage being of as great importance to the quality of the soap, as is a maximum. The soap should be so milled that the process has no effect upon the chemical properties of the soap. Analysis of the milling operation indicates a certain balancing of the three factors, drying costs, mill output and moisture content, for the most economical production of powder.



#### The Saponification of Fats Under Pressure

A. Guiselin has recently shown the process of saponification of fats under pressure, from which it appears that by frequently replacing the glycerine containing water by fresh water, the saponification is completed in a shorter time.

### Shampoos\*

In the present day mixtures of sodium bicarbonate and soap powder are principally used for shampoos. In using the diluted hot solutions it is a disadvantage that the proportional part of the bicarbonate which is converted into carbonate cannot be measured. Further, during storage in moist air, and especially in air containing traces of acid or ammonia a part of the bicarbonate may change to carbonate. Although according to practical or analytical experience the amount of carbonate which is formed is ordinarily very slight and does not exceed 5–10% of the bicarbonate, and can in this quantity hardly have a harmful effect, it is nevertheless advantageous to be able to exclude these reactions, and to possess a preparation which is quite stable and possesses uniform efficiency.

Now it has been found that mixtures of sodium bicarbonate and dry disodium phosphate with soap powder possess especial advantages.

Dry disodium phosphate, from which the greater part of the water of crystallization has been expelled, protects the sodium bicarbonate against the change to carbonate. This can be explained in the first place by the action of the phosphate as a drying agent, but as soon as carbon dioxide is liberated it acts in the manner above indicated, and some monophosphate and sodium bicarbonate and soda in molecular proportions are formed, whereupon the monophosphate and soda are again converted to disodium phosphate and sodium bicarbonate. Beside the disodium phosphate other suitable drying agents may be added, e.g., dehydrated sodium sulfate.

The addition of disodium phosphate prevents the hair from becoming too dry, and secures its natural smoothness, although the cleansing effect is complete.

A favorable proportion appears to be a mixture of 50% of sodium bicarbonate, 30% of soap and 20% of disodium phosphate, which still contains 5H<sub>2</sub>O as water of crystallization. (*D. R. P. 434 634 of June 26, 1925. Herbert Carls in Rostock i.m.*)

\* From *Dent. Parf. Ztg.*, Vol. 15, No. 2, Feb., 1927.

### Cottonseed Oil Refining Methods

C. B. CLUFF.—*J. Oil & Fat Ind.*, 3, 423–4 (1926; cf. *C. A.* 21 662).—There is only a slight change in color or loss after 3 hours' of settling; a slight improvement in color occurs after settling refined oil 12 hours. Twenty minutes' heating of large masses of foots is not enough. Foots should not be stirred during remelting. The use of rusty cups has no effect on the color. The rate of heating and final temperature in 8 minutes are the same in enameled or iron cups. The impurities in NaOH solutions, such as Fe(OH)<sub>3</sub>, Al(OH)<sub>3</sub>, NaAlO<sub>2</sub>, Ca(OH)<sub>2</sub>, and Na<sub>2</sub>SiO<sub>3</sub> have a bad effect on color or yield, except Ca(OH)<sub>2</sub>.—*Chemical Abstracts*, Vol. XXI, No. 7.

### Deodorization of Coconut Oil

W. L. BROOKE (*Philippine J. Sci.*, 1926, 30, 201–212).—The author confirms the finding of Haller and Lassieur (*B.*, 1910, 704) the methyl nonyl ketone is present in the sludge obtained in the deodorization of coconut oil. Alcohols are also present. Most of the unsaponifiable constituents of the oil distil over during the first four hours of deodorization, but in the factory process only about a tenth of the yield is recovered, the remainder being removed in the water used to maintain the vacuum.—*British Chemical Abstracts*.

### Increase in U. S. Consumption of Palm Oil

The consumption of palm oil in the United States has increased enormously in recent years. According to trade bulletin No. 476 issued by the Department of Commerce, our imports of the two products—palm oil and palm kernel oil—have grown from something less than 13,000 tons in 1921 to more than 100,000 tons in 1926. The value of these imports in the latter year reached approximately \$18,000,000.

West Africa is by far the chief source of the world's palm oil, producing more than 90 per cent of the supply. The industry, however, has taken root in the Dutch island of Sumatra where it has made remarkable progress during the last few years. The oil palm tree is not indigenous to the Far East but was brought to Sumatra from Africa and experiments made in its scientific cultivation. Before the World War areas planted to the oil palm amounted to less than 7,000 acres while at the present time it is estimated that more than 100,000 acres are under cultivation in the thirty or more European-managed plantations. The capital invested in these plantations is estimated to be more than \$16,000,000.

In contrast with the more scientific methods used in Sumatra, the wild palm-oil production of West Africa is crude and wasteful. Efforts are being made at the present time to remedy this situation. According to Consul Sydney B. Redicker, Medan, Sumatra, it is estimated that when the extensive areas in the island already planted with oil palms attain maturity, production will have increased tenfold or to approximately 100,000 tons a year. It is therefore apparent that if conditions do not change in West Africa Sumatra will eventually overtake and pass that region in the production of palm oil.

Most of the palm oil imported into the United States, it is revealed, is obtained direct from the producing regions, although formerly the greater part was shipped through European ports. The Sumatra planters are beginning to ship their oil in bulk instead of in barrels, which have been found to be rather unsatisfactory. The only barrel, by the way, which was found practical in the shipment of palm oil was one of American fir and all the barrels now used in the Sumatran industry are made by one American firm.

### Copra Sampling and Analysis

P. W. TOMPKINS. *J. Oil & Fat Ind.*, 4, 23–8 (1927).—Foreign Commerce Assoc. rule No. 560 requires that samples be drawn from at least every 10th sling load as discharged from the vessel. A shipment of only 30 long tons would yield 630 lbs. of sample. This is quartered and reduced to 100–200 lbs., and  $\frac{3}{4}$  of this is coarsely cut and one of these quarters is cut finer by a special copra shredder and  $\frac{1}{4}$  of this reduced to the necessary size for the laboratory, where it is examined for H<sub>2</sub>O, total oil, free fatty acids, color of oil and loose dirt. No attempt should be made to report free fatty acids or color on the pressed oil unless the equipment leaves not more than 10% oil in the cake.—*Chemical Abstracts*, Vol. XXI, No. 7.

### Saponification of Olive Oil

G. I. FINCH and A. KARIM (*J. S. C. I.*, 1926, 45, 469–472 T).—Olive oil was saponified with equivalent quantities aqueous caustic soda solutions of various strengths under various conditions of stirring. An optimum alkali concentration of 29.25 per cent was found, leading, with suitable stirring conditions, to a 98 per cent saponification within 30 min.—*British Chemical Abstracts*.

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## The Catalyzers for the Hydrogenation of Oils

(Special Correspondence)

During the reunion of one section of the Society of German Chemists Dr. Heeking, who has studied the catalyzers for hydrogenation, reported on the process. By reference to the German, Normann, the speaker recalls once more that "no one is a prophet in his own country": the process of Normann, patented in 1902, came back into Germany, its country of origin, only by the detour through England. In England the first technical experiments on a large scale were made by Crossfields and Sons, at Warrington. On the European continent the Society A. G. Schicht, by Aussig, was the first to practically apply hydrogenation. The 35 patents and applications for patents found in this line finally come back to Normann. By the side of the process of Normann, those of Erdmann, Bedford and of Wilbuschewitch have achieved a technical importance. All three methods use nickel as a catalyzer. The catalyzers are prepared in the following manner:

I. NORMANN METHOD.—Kieselgur is dissolved in water, is treated with sulfate of nickel, and is lightly heated to dissolve the sulfate; sodium carbonate is then added, which precipitates the nickel as a hydroxide in colloidal condition. After carefully washing the catalyzer it is dried and reduced to 300°-450° in a current of hydrogen. It contains 15% of Ni and 85% of kieselgur.

II. ERDMANN'S METHOD.—Bits of mineral coal of the size of a small pea are mixed with nickel nitrate in such a way that the final product contains about 3% of nickel oxide.

III. WILBUSCHEWITSCH'S METHOD.—The solution of a metallic salt of 10-14° Bé. is treated with a double quantity of kieselgur, of kaolin, of asbestos, of mineral coal, etc., then the mixture is treated with carbonate of soda or with caustic soda, which changes the metallic salt into a carbonate or a hydroxide. By calcination the carbonate or hydroxide is changed into an oxide, and this by reduction with hydrogen into finely divided metal which firmly envelops the mineral core. The fineness of the division may be carried to the point of obtaining the metal in pyrophoric form. This product is ground up with oil till it forms a paste. Before using this latter it is naturally diluted with oil.

In these processes of hydrogenation the nickel (or the oxide of nickel) is used as catalyzer in the proportion of 0.5-1%. Other metals are equally usable as carriers of hydrogen, notably platinum, palladium, osmium, etc. For these last metals a quantity of 1/50000 to 1/100000 of the oil for reduction is sufficient. In general nearly all the metals have been tried as catalyzers, but in practice nickel alone seems to have been used. Nearly all the metals have more or less of catalytic action, but nickel and the rare metals are so superior to the others that a technical utilization is hardly to be expected and has only a theoretical interest.

The author has summed up the three processes in a critical note; according to him it is of no use to seek for new processes; there is little chance to crowd out the existing processes or to compete with them.

As in case of all catalyzers, so likewise in the hydrogenation of oils there is produced deterioration by aging, by fatigue and by poisoning. The poisons of the catalyzer can be found at the same time in the hydrogen and in the oils. In the hydrogen are found oxides of carbon,

## Features of Soap Materials Market

(Continued from Following Page)

is little or no accumulation of supplies. There is nothing in the industrial outlook that can be construed as particularly unfavorable; in fact there is a tendency to broaden out operations in some lines. Regular contract shipments constitute the bulk of the present movement of bichromate of potash, though a seasonal volume of small lot business is reported. Most of the cheaper offerings of imported caustic potash have been absorbed, and it is expected that the supply will be entirely cleaned out this month.

### Other Soap Materials

Although rosin prices have again worked in the favor of buyers, fluctuations were confined within very narrow limits. The higher grades are considerably below the levels quoted a month ago, and the situation from the standpoint of buyers continues very favorable. Glycerine was quiet, with continued reports of price shading having been heard. Soap oils were rather soft at the beginning of the month there being a decided lack of buying interest. However with news of the flood in the Mississippi valley, cotton-seed oil prices advanced sharply, with other oils following. There is a keen interest in cocoanut oil, with indications pointing to fairly heavy trading this month, as most soap manufacturers have been confining their purchases to small quantities for some time. Crude corn oil is sharply higher in sympathy with the other oils.

### Clarification of Oils

(Engl. Pat. 253,897 of 10 VI, 1925. *Soc. Anon. Ind. d. Mat. Gr. et Sav.*) In neutralizing fats and oils the soap is eliminated by a volatile solvent in which the neutral oil is insoluble. The solvent may be added during or after the neutralization, and the oil itself may be in solution, as, for example, when it was obtained by extraction with solvents. *Example:* 100 lbs. of palm kernel oil and 200 lbs. benzoin with the required quantity of caustic soda or soda which had been dissolved in dilute methyl—or ethyl—alcohol are heated and stirred together, and are allowed to cool. The layers are separated and distilled in order to regain the solvents. If then the soap solution is treated with hydrochloric acid or sulfuric acid, fatty acids are obtained.—*Matières Grasses.*

### Concerning the Determination of Hardness of Soaps

A simple apparatus is described, the purpose of which is to determine the hardness of soaps. The construction of this apparatus is based upon the consideration that the depth of penetration of a freely falling body of determined weight and form, falling from a determined height on a block of soap depends upon the hardness of the soap. Such a falling body is fashioned into a sphere weighing 1 kg., or else it is given a shape between a sphere and a cone, and in this case weighs 300 gm.—*Maslobaino-Schirowoje Delo* (1926), No. 12.

phosphuretted hydrogen, sulfuretted hydrogen and hydrocyanic acid; in the oils are found organic combinations of sulfur and albuminoid materials. The length of activity of the catalyzer can be considerably increased by purifying the oil beforehand. The attempts at regenerating the strength of catalyzers used can up to the present time not be considered to be successful

## MARKET REVIEW ON TALLOW, ETC.

### TALLOW

During the latter part of the first week of May one of the large soapers took on considerable quantities of the New York extra grade at 7½¢ explant and 7½¢ delivered, bringing about an advance of ¼¢ a pound in the official price for this grade.

Other buyers have since come in taking fair-sized lots on this basis, stabilizing the market at this level.

Good quality house grease can now be quoted 6¼¢ to 6½¢ loose and inferior grades at relative values.

The markets in the Middle West and at western points are also firmer and higher with offerings not so plentiful, all of which indicate sustained values in the near future.

TOBIAS T. PERGAMENT.

### GLYCERINE

During the month ending May 9, the refiners have maintained their general quotation of 26¢ per lb. in bulk, for chemically pure glycerine. During this time there has been some cutting of this price, especially for carload lots, and as the demand has not been heavy, competition has been keener. There has been practically no change in dynamite glycerine, but the demand which should have been present by this time has not appeared and it is not known whether it is the result of a backward season, or to a decreased consumption of the article, owing to the employment of a substitute.

Ethylene glycol seems to have proven itself equal to glycerine in many respects for use in the manufacture of explosives, in fact the powder people say that it is superior in certain ways, principally because of its non-freezing quality; they say that they will use three times as much this year. If all that is said about glycol is true it ought to make some difference in the price for all grades of glycerine, but it must be remembered that glycerine is a by-product and it must be sold, so that the competition on the part of substitutes, when it gets to an acute stage, will be met by the cutting of prices. Contracting for chemically pure for the last six months of this year is about commencing and refiners look for a good business.

W. A. STOPFORD.

### VEGETABLE OILS

A decidedly steadier tone was noticeable in the vegetable oil market during the past week or so. Coconut, corn, cottonseed, palm and in fact practically every soap oil has had some advance. Demand from soap makers and other consumers is heavy and while a good many large consumers are looking ahead for their future supplies, there are still quite a number of people who are continuing to purchase only their immediate needs.

Coconut oil sold at 8½¢ lb. New York and at 8¼¢ lb. Pacific Coast, in sellers tanks, which is an advance of ½¢ to ¾¢ per lb. Cottonseed oil in the South sold at 8¢ lb. as against sales a week or so ago at 7¼¢ lb. which resulted in an advance in price of ¾¢ per pound in crude corn oil. Tallow here has also showed some strength lately and since

a higher level has been reached, palm oils are quoted fractionally higher.

From the present outlook, it would seem that there will be a good steady demand for vegetable oils, particularly from the soap trade, as for quite some months past the general policy has been to buy only from hand to mouth. With the firmer situation in the primary markets and business for finished material apparently better, a good many are of the opinion that some advances will take place even over those recorded during the past ten days or two weeks.

A. H. HORNER.

### INDUSTRIAL CHEMICALS

The consumption of the more important materials has shown no abatement since our last review. Industrial operations throughout the country continue on a broad scale, and necessitated the purchase of as large quantities of raw materials as earlier in the year. The production of alkalis continues on a heavy scale but in spite of this fact there

(Continued on Preceding Page)

### SOAP MATERIALS

#### Tallow and Grease

Tallow, New York, Special 7½¢. Edible, New York, 8¼¢. Yellow grease, New York, 7½¢. White grease, New York, 7½¢.

Rosin, New York, May 15, 1927.

Common to good	9.75	I	.....	11.20
D	10.25	K	.....	11.25
E	10.90	M	.....	11.35
F	11.10	N	.....	12.00
G	11.15	W.G.	.....	13.50
H	11.15	W. W.	.....	16.50
Starch, pearl per 100 lbs.				\$3.22 @
Starch, powdered, per 100 lbs.				3.32 @
Stearic acid, single pressed, per lb.				.10¾ @
Stearic acid, double pressed, per lb.				.11½ @
Stearic acid, triple pressed, per lb.				.13½ @
Glycerine, C. P., per lb.				.26 @
Dynamite				.24½ @
Soap, lye, crude 80 per cent, loose per lb.				.16½ @
Saponification, per lb.				.18¾ @

#### Oils

Cocanut, edible, per lb.	.....	.10½ @
Cocanut, Ceylon, Dom. per lb.	.....	.09½ @
Palm, Lagos, per lb.	.....	.08¾ @
Palm, Niger, per lb.	.....	.07¾ @
Palm, Kernel, per lb.	.....	.09¼ @
Cotton, crude, per lb., f. o. b., Mill	.....	.08 @
Cotton, refined, per lb., New York	.....	.09½ @
Soya Bean, per lb.	.....	.12½ @
Corn, crude, per lb.	.....	.09¾ @
Castor, No. 1, per lb.	.....	.14½ @
Castor, No. 3, per lb.	.....	.13¾ @
Peanut, crude, per lb.	.....	.11 @
Peanut, refined, per lb.	.....	.12½ @
Olive, denatured, per gal.	.....	1.75 @
Olive Foots, prime green, per lb.	.....	.10 @

#### Chemicals

Soda, Caustic, 76 per cent, 100 lbs.	.....	3.00 @
Soda, Ash, 58 per cent, per 100 lbs.	.....	1.32½ @
Potash, Caustic, 88@92 per cent, per lb., N. Y.	.....	.07½ @
Potash, Carbonate, 80@85 per cent, per lb., N. Y.	.....	.05½ @
Salt Common, fine, per ton	.....	15.00 @
Sulphuric acid, 60 degrees, per ton	.....	10.50 @
Sulphuric acid, 66 degrees, per ton	.....	15.00 @
Borax, crystals, per lb.	.....	.04¼ @
Borax, granular, per lb.	.....	.04 @
Zinc oxide, American, lead free, per lb.	.....	.06½ @



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.04 1/2

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